

THE WORLD'S FIRST AIR CARGO MAGAZINE—NOW IN ITS 17th YEAR

AIR TRANSPORTATION

AUGUST • 1959

The Air Magazine For The Modern Shipper

Vol. 35 No. 2

IN THIS ISSUE . . .

Exclusive
On-the-Spot
Survey Report

LUFTHANSA
ON THE
MOVE



**PROMPT SERVICE
ALL THE WAY
ON KLM**



THE WORLD OVER

KLM

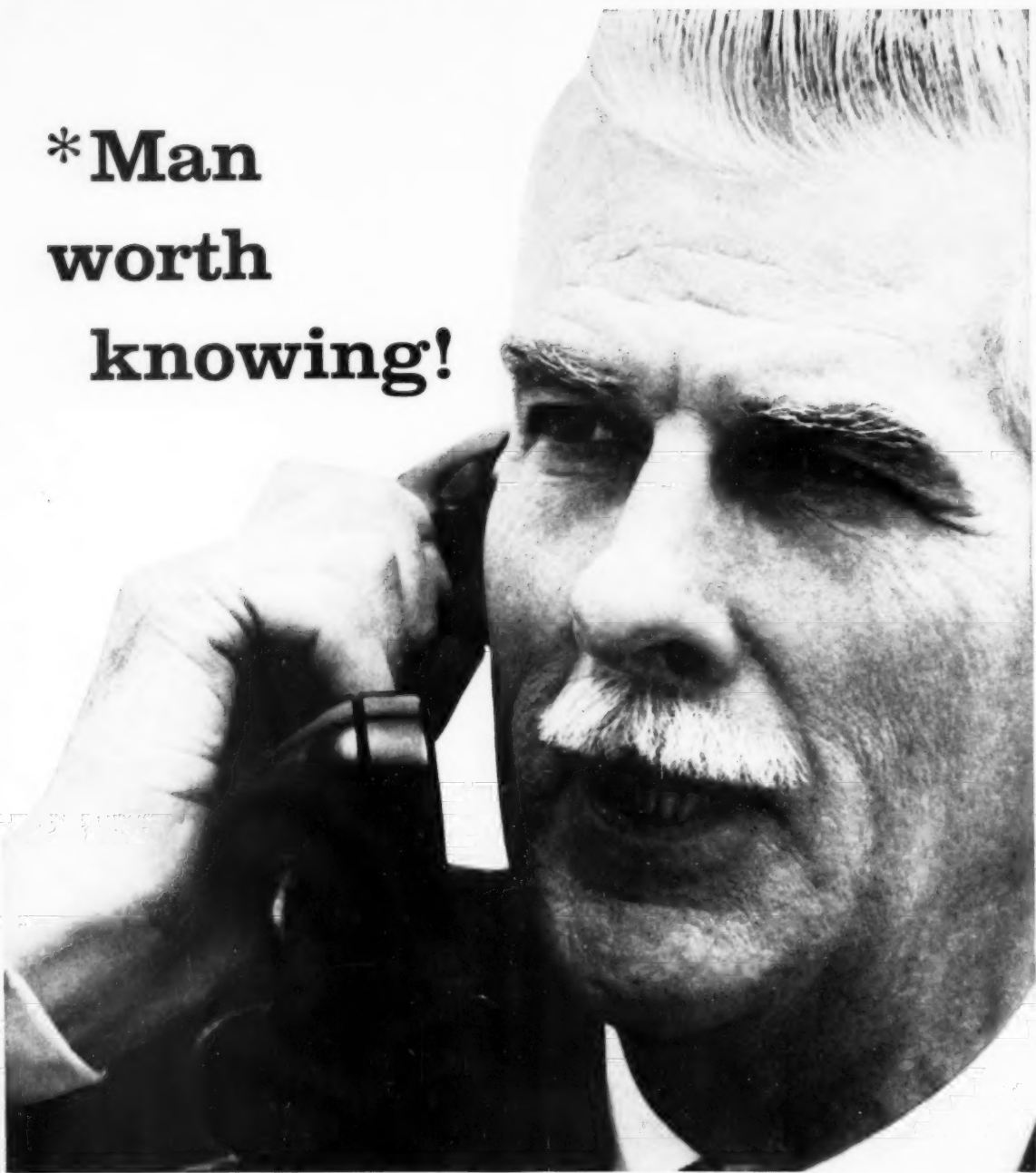
ROYAL DUTCH
AIRLINES

Just pick up your phone and call KLM. We'll be on our way faster than you can say "time is money" with the promptest door-to-door service you've ever enjoyed. And the pace never slackens. Your shipment, always in skilled hands, is hustled aboard one of KLM's frequent flights . . . gets the same ground-gaining service at its point of destination . . . with care, of course. Skilled KLM cargo handlers are career men trained to handle air cargo compassionately with equipment designed for the job.

KLM flies direct from New York City, Houston, Miami and Montreal to points the world over.

KLM Royal Dutch Airlines, 609 Fifth Avenue, New York 17, New York

***Man
worth
knowing!**



*** Your freight forwarder... our cargo agent**

We choose HIM...because he's the *expert* on air freight. He takes care of *everything* for you simply and swiftly from long experience.

He helps YOU...by putting all his knowledge at your disposal. He can arrange packing and pick-up

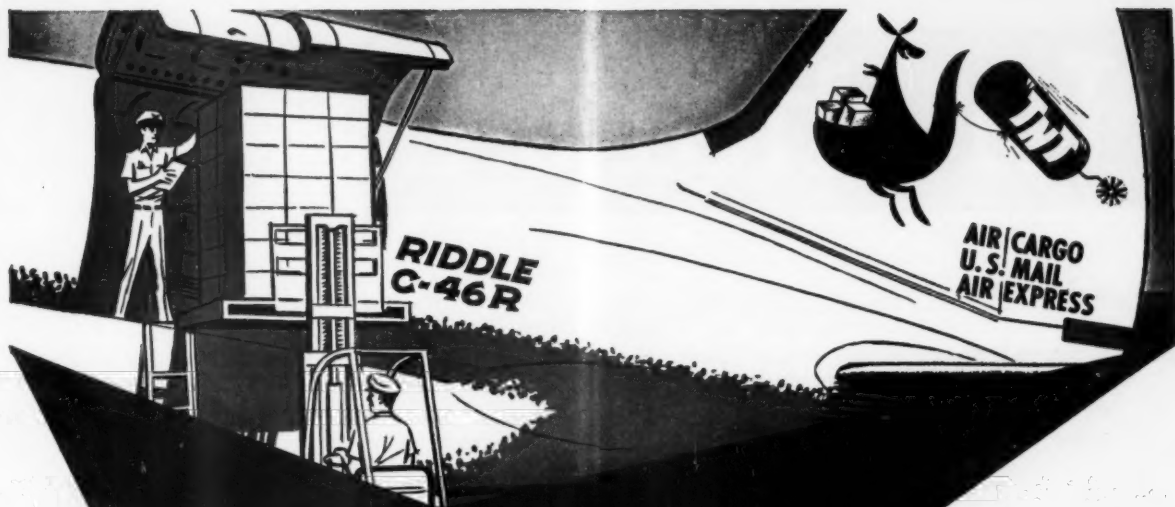
service; secure and prepare all necessary export documents; insure, bank; issue BOAC Air Waybills; and provide service tailored to your individual requirements. You'll agree he's a man worth knowing. We fully recommend his services.



B·O·A·C

BRITISH OVERSEAS AIRWAYS CORPORATION
THE MOST EXPERIENCED JET AIRLINE
IN THE WORLD

Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Toronto, Vancouver, Winnipeg.



*Reach for the Sky
with Riddle!*

How the **SWITCH** to **RIDDLE** **Saves Money!**

The switch to Riddle Air Cargo pays off where it counts... in dollars and cents.

Take crating. It costs money three ways—in materials, in man-hours, and in excess shipping weight. Ship RIDDLE and crating is unnecessary. Expert loading and cargo handling protect even the most fragile shipments.

Insurance costs are lower, too, because pilferage and in-transit damage are virtually non-existent.

Couple these basic air cargo advantages with the all-cargo priority handling RIDDLE AIRLINES offers, and you'll know why more and more progressive shippers have made the SWITCH TO RIDDLE!

*Nation's Largest
North-South
All-Cargo
Airline*



Executive Offices, International Airport, Miami, Florida, Phone TU 7-2651 • NEW YORK, 511 Fifth Ave., Phone OXford 7-5360
U.S. Scheduled Air Cargo Route 109 and 120 WORLD-WIDE INTERLINE CONNECTIONS

In short...

INTERNATIONAL AIR FREIGHT FORWARDERS are on tenterhooks waiting for "momentary decision" in the International Air Freight Forwarder Case (Docket No. 7132). Original opinion was handed down last November 7. Trouble is, "momentary decision" can mean almost anything where the CAB is concerned--days, weeks, or even months. Nevertheless, hope is soaring high in many a forwarder's breast. Some are preparing for what is guardedly referred to as "big things."

THE GOOD NEWS IS that KLM's D. Sj. de Boer is staying with the company. De Boer, one of the most advanced air freight executives anywhere, would have been a grave loss to the industry had he stepped out of it (as was indicated in last month's issue). Report from London is that he will come to New York to take over the Dutch carrier's office of vice president-United States. Not true. See news story on Page 8.

PASSENGER THINKING CONTINUES TO DOMINATE the International Air Transport Association. Take this recent IATA news story lead: "The International Air Transport Association reports that its member airlines carried a total of 69,249,000 passengers during 1958 and that their cargo and mail loads also increased substantially." Despite passenger-oriented lead, subsequent paragraphs showed cargo ton-kilometers with an over-all increase of 21.5% over 1957, mail ton-kilometers with an over-all increase of 10.3%, and passenger with an over-all increase of 7.3%.

BEEF IS ON THE WING from Argentina to Chile. Airlift started when 7,000 head of cattle were readied for railshipment over the Andes to Chile where market price is twice that in Argentina. Argentina's state railways could not provide enough rolling stock to take care of the job. Chile wanted to send her locomotives, but Argentine labor turned thumbs down on that idea. So beef is going by air. One report states that at least 1,000 tons will be flown this month.

AIR CARGO RATES WILL COME DOWN SOON. Many cargomen are convinced of that, often off the record. Increasing capacity and speed are forcing the issue. Charters are another factor. Shippers are indicating rising interest. Some shippers who previously resisted distribution cost analyses are willing to undergo them today. A good sign.

MORE ALL-CARGO SERVICES ON THE WAY. Although not official at this writing, it is expected that BOAC soon will start operating airfreighters across the North Atlantic. Another air carrier (name cannot be revealed at the moment) soon will announce a major increase in all-cargo services. Bulk shippers are being gazed upon with come-hither eyes.

TRANSPORTATION

The World's First Air Cargo Magazine
Established October, 1942



Member of Business Publications Audit
of Circulation, Inc.

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarding.

Subscription rate for United States and Territories, \$5.00 for one year, \$8.00 for two years, and \$11.00 for three years; foreign countries, \$6.00 for one year, \$10.00 for two years, and \$14.00 for three years. Individual copies (except November), 50 cents each; November issue, \$1.00 per copy.

John F. Budd
Editor and Publisher

<i>Editorial</i>	<i>Advertising</i>
Richard Malkin	William E. Budd
Executive Editor	Ass't to the Publisher

M. R. Hubbard, Business Manager

Frank W. Budd, Circulation Manager

Viola Castang, Special Service Department

Keith H. Evans & Associates
West Coast Advertising Representative
3723 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUmkirk 8-2781

J. B. Tratsart, Ltd.
United Kingdom Sales Representative
799, Harrow Road
Sudbury, Wombly
Middlesex, England

AIR TRANSPORTATION is published by Import Publications, Inc., Ten Bridge Street, New York 4, N. Y.; also publishers of *Custom House Guide*, *American Import & Export Bulletin*, and *Air Shippers' Manual*. Reprinting of any article or portion of an article appearing in this magazine without written permission, is strictly forbidden. AIR TRANSPORTATION is available on microfilm. For information contact publications office.

EXECUTIVE OFFICES
10 BRIDGE ST., NEW YORK 4, N. Y.
Phone: WHIttehall 4-2896
Cable: CUSTOGUIDE

LONDON EDITORIAL OFFICE
c/o FREIGHT NEWS
16 West Central St.,
LONDON W. C. 1, ENGLAND
Phone: Temple Bar 9551

Copyright, 1959, Import Publications, Inc.

Vol. 35, No. 2

August, 1959

CONTENTS

FEATURE ARTICLE

- Lufthansa on the Move 14
By Richard Malkin

AIR TRANSPORTATION FOTOSTORY

- Why TVs Fly 21

AIR CARGO STATISTICS

- Scheduled Airlines of the United States: 1st Quarter, 1959... 20

DEPARTMENTS


- | | | | |
|---------------------------|----|-------------------------|----|
| Air Commerce | 8 | Forwarders | 12 |
| Airports | 12 | From the Readers | 32 |
| Books | 33 | Ground Services | 29 |
| CAB | 11 | Handling—Packing | 29 |
| Club News | 29 | IATA | 11 |
| Come 'n' Get It | 34 | In Short | 4 |
| Commercial Aircraft | 11 | Military Aircraft | 30 |
| Congratulations | 18 | New Offices | 12 |
| Services | 9 | | |

ADVERTISERS

- | | | | |
|-------------------------------------|-----------|--------------------------------------|-----------|
| ASA International Airlines | 12 | Lufthansa German Airlines..4th Cover | |
| ASI | 31 | V. T. Mancusi | 30 |
| Ace Shipping Ltd. | 31 | Northwest Orient Airlines | 6-7 |
| Air Express International | 24 | H. G. Ollendorff, Inc. | 30 |
| Air France | 9 | Pan American Grace Airways... | 25 |
| Air-Sea Forwarders, Inc. | 30 | Pan American World Airways | |
| Airborne Freight Corp. | 26 | | 3rd Cover |
| I. G. Bauer | 31 | Parker & Co. | 28 |
| Bolliger Transport | 31 | Penson & Company | 30 |
| Peter A. Bernacki, Inc. | 30 | Qantas Empire Airways | 11 |
| British Overseas Airways Corp. | | RANSA Airlines | 29 |
| | 2nd Cover | Riddle Airlines | 3 |
| Canadian Pacific Airlines | 13 | Seaboard & Western Airlines | 10 |
| Dachser Spedition | 31 | J. D. Smith, Inter-Ocean, Inc. | 30 |
| Danzas & Co. Ltd. | 31 | Swissair | 18-19 |
| Frank P. Dow Co., Ltd. | 30 | TACA International Airlines | 27 |
| European Freight Forwarders .. | 31 | Union Transport-Betriebe | 31 |
| Export-Import Traffic: | | Van Oppen & Co. N. V. | 31 |
| Management & Forwarding ... | 33 | Heinrich Von Wirth | 31 |
| Flying Cargo, Inc. | 30 | Gebrueder Weiss | 31 |
| Joh. Chr. Heine | 31 | W. Wingate & Johnstone | 31 |
| KLM Royal Dutch Airlines..1st Cover | | World Transport Agency Ltd. | 31 |
| Franz Kroll & Co. | 31 | Ziegler & Co. | 31 |
| Lamprecht & Co. Ltd | 31 | | |

ATTENTION:

Shippers of large size cargo. Northwest offers two transpacific DC-6B freighters per wk.

NOTICE the big 67" x 90¾" cargo door! 



**NOW 9 ORIENT
CARGO
SERVICES WEEKLY**



Another all-freight flight added as Northwest again expands its transpacific cargo service. Now, you get nine regular freight services to the Orient every week — *including 2 all-freight flights*. This means you can schedule more and bigger loads for fastest delivery anywhere in the Orient. Northwest's Great Circle route saves up to 2,161 miles across the Pacific. And this expanded freight service is also in effect from the Orient to the U.S. It's the shortest, fastest Orient route. The only 1-airline, *direct* cargo service between the Orient and major cities coast-to-coast.

NORTHWEST *Orient* AIRLINES

1885 UNIVERSITY AVE., ST. PAUL 1, MINN. • NORTHWEST FREIGHT SERVICE TO PRINCIPAL U.S. CITIES

Traffic Managers' Air Group Set Up in Oakland

The Port of Oakland is sponsoring a 30-man group which will work for adequate freight and passenger services at Metropolitan Oakland International Airport. Named the Traffic Managers Aviation Council, which was formed with the cooperation of the Oakland Chamber of Commerce, it is headed by H. W. Raver, traffic manager for Kaiser Services. Following is the composition of the council:

George D. Amos, Certain-teed Products Corp., Richmond; Pete Antonino, Rheem Manufacturing Co., Richmond; John W. Bruner, Skaggs-Stone, Inc., Oakland; B. T. Clegg, Pepsi-Cola Co., Oakland; W. J. Curtis, Kaiser Aluminum & Chemical Corp., Oakland; Harry W. Diamond, John Breuner Co., Oakland; Sherman B. Erickson, The Dow Chemical Company, Oakland; Robert J. Ermer, B. T. Babbitt, Inc., Oakland; Geoffrey B. Fink, The Dow Chemical Co., Pittsburg; Lloyd W. Gragg, Kaiser Gypsum Co., Inc., Oakland; L. B. Harmon, Kaiser Aluminum & Chemical Corp., Oakland; Cecil R. Irey, Western Waxide Div., Crown-Zellerbach Corp., San Leandro.

Also: Phil M. Meyers, American Home
(Concluded on Page 32)

KLM Executive Stays

KLM Royal Dutch Airlines has not accepted the resignation of Dr. D. Sj. de Boer, vice president—freight marketing, mail and special traffic, it was learned by *Air Transportation*. The July issue of *Air Transportation* reported that the internationally known air freight executive had resigned, a move that was "sudden and entirely unexpected." Although there has been no official announcement of any sort up to this writing, it is understood that Dr. de Boer will be assigned to special projects as a vice president.



de Boer
Stays with airline

U.S.-French Air Parley

French and United States Government officials last month renewed an attempt to iron out their differences and produce an air agreement. The last one was ended by France on July 24, 1958, when the United States refused to permit French air carriers to use West Coast staging points in exchange for a Los Angeles-Paris route.

Slick Orders 6 Super-Hercules Airfreighters

Slick Airways has become the first commercial air carrier to order the Lockheed propjet *Super Hercules*, big brother of the C-130 *Hercules* currently in Air Force operation. Earl P. Slick, chairman of the executive committee of the all-cargo airline, announced that he has ordered six aircraft at some \$22 million, with five more of the propjets to be ordered at a future date.

As this issue went to press, it was learned that Pan American World Airways had ordered 12 Lockheed 207 airfreighters. These long-range turboprops are modifications of the C-130 Hercules. Payload will be 73,000 pounds. Delivery date has been set for early 1962. More on this in the next issue.

Slick, pioneer transcontinental all-cargo carrier, suspended common carrier operations in February, 1958 (*March 1958 AT*; Page 28). Delos W. Rentzel, board chairman and president, said at the time that suspension of service was forced by the Government's failure to give the all-cargo carriers "the same permanency of operating rights and quality of treatment enjoyed by the subsidized airlines on a sound economic basis." Thereafter Slick remained in the military charter and service and supply business.

(Concluded on Page 32)

Trucking Executive Sees Air Freight as a Threat

Addressing the Mississippi Trucking Association in Biloxi, Mississippi, a top trucking executive predicted that air freight will be "formidable competitors of surface transport." The man who foresees this eventuality is J. Robert Cooper, president of the American Trucking Association.

Cooper told his audience that in his own mind "there is no question about the future importance of air freight." Research and technical progress will enable the airlines to slash ton-mile costs, he said.

He pointed out that, unlike the railroads, trucking executives have not sought to impede airline progress with punitive tax legislation or other restrictions. Rather, he went on, the truckers coordinated their services with those of the air carriers, "and you can look for much more of that in the years ahead."

IATA Lines Showed Steep Rise in Cargo Last Year

Cargo statistics covering last year's operations of the IATA-member airlines have been released by the International Air Transport Association.

Freight traffic reached 1.32 billion ton-kilometers, an increase of 21.5% over the 1957 total. International freight services registered 539 million ton-kilometers, a 12.5% rise; and domestic freight services were at 781 million ton-kilometers, a jump of 28.7%.

Mail ton-kilometers rose 10.3% to 429 million. Of this total, 219 million ton-kilometers represented a 12.3% increase in international services; and 210 million ton-kilometers provided an 8.2% increase in domestic services.

AEI Gives BOAC Record Shipment Out of Detroit

A 4½-ton shipment of pluronic, a washing compound manufactured by Wyandotte Chemicals Corp., was flown from Detroit to London by British Overseas Airways Corp. Handled at both ends by Air Express International and consigned to the London firm of Jacobson, Van Den Berg
(Concluded on Page 32)

Alitalia Extends Hours

According to an announcement issued by Frank M. Turano, United States general cargo manager for Alitalia, the airline has extended its hours for receiving cargo until 12:30 a.m. daily, Monday through Friday. The cargo office of the Italian air carrier is located in Cargo Building No. 83 at New York International Airport. Turano pointed out that the extension in cargo office hours was effected to meet the requirements of many transatlantic shippers.



Turano
New hours

REAL-TSA Pool Dries Up

As of September 4, 1959, the traffic pool agreement between REAL and TSA-Transcontinental will be discontinued. The Brazilian and Argentinian air carriers will set up separate sales offices in those cities where they now share them. The end of the pool arrangement does not affect the IATA interline agreement between them.

SERVICES

DOMESTIC

MORE TWA JET FLIGHTS

Trans World Airlines has inaugurated first jet service at two more key cities. Boeing 707 flights are now available at Philadelphia for nonstop runs to Los Angeles, and at Pittsburgh for service to Chicago and Los Angeles. Starting August 21, Chicago and San Francisco shippers will receive the benefit of a second daily round trip.

NEA JET RUNS NEXT MONTH

Early in September Northeast Airlines will inaugurate daily Boeing 707 service between New York and Miami. Jets leased from TWA will be operated. NEA expects to open with a single round trip daily, building to a minimum of three round trips per day when the winter season in Florida is at its height.

WAL DROPS 4 STOPS

Western Air Lines will suspend service to Logan and Ogden, Utah; Jackson, Wyo.; and Lewistown, Mont. As decided by the Civil Aeronautics Board, these stops will be turned over to West Coast Airlines (Logan and Ogden) and Frontier Air Lines (Jackson and Lewistown).

INTERAMERICAN

PAA JETS TO BUENOS AIRES

Pan American World Airways last month opened the first jet service between North and South America, linking Caracas, Asuncion, and Buenos Aires with New York. Flying time for shipments airhailed over this 5,444-mile route has been cut to 11:35 hours. Former time was 24 hours. Boeing 707 equipment is flown. Pan Am cargo men said that it will reserve cargo space of from 6,600 to 10,000 pounds per flight.

NEW AVIANCA SCHEDULE

Miguel Pombo, North American general manager of the Colombian national air carrier, Avianca, recently announced an improvement in flight service. Daily *Constellation* 10 a.m. departures from New York to Bogota are now via Jamaica and Baranquilla. On Mondays and Wednesdays there is a nonstop to Kingston, Jamaica; other days it follows the latter stop with one at Montego Bay. A 9 p.m. departure from New York on Mondays and Thursdays drops in at Miami before going on to Bogota nonstop, then on to Quito and Lima. At 8 a.m. every Monday, Wednesday, and Saturday, Miami-Bogota-Barranquilla services are operated, with the Saturday flight touching at Medellin as well.



Pombo
Improved services

GUEST STEPS UP RUNS

Guest Airways' Mexico-Miami service is now receiving nine flights per week in each direction, an increase of two round trips. The additional departures are on Sunday and Friday, eastbound; and Monday and Saturday, westbound.



Why the Dauphine of France flies air cargo Air France!

Vive la Dauphine! The spirit of Renault's Dauphine—the world-famous “fun car from France”—has captured the hearts of fun-loving Americans. Selling the popular Dauphine has been easy; supplying service parts all the way from Paris was another matter. That's why Renault turned to Air France.

Renault arranged with Air France to fly parts for the Dauphine from Paris to New York on a regular basis. They found that no other airline could match Air France's swift, dependable air cargo service twice daily from Paris to New York. It suited their needs perfectly. Why not solve your air cargo problems the same way? Specify your next consignment overseas on the World's Largest Airline. Air France speeds cargo to more cities in more countries than any other airline.

AIR FRANCE

WORLD'S LARGEST AIRLINE

TRANSATLANTIC

SWISSAIR SETS NEW MARKS

Swissair recently set two new speed marks for piston-engine transports, on its Geneva-New York and Zurich-New York runs. The Swiss carrier flew the distance of 3,947 miles from Geneva in 12:21 hours, lowering the record by 34 minutes; and the 3,978 miles from Zurich in 12:33 hours, beating the old record by 1:15 hours.

INTRAEUROPE

BEA-OLYMPIC POOL

An agreement has been reached between British European Airways and Olympic Airlines to pool operations on their routes between the United Kingdom, Greece, and the Eastern Mediterranean. The Greek carrier, which is controlled by the shipping magnate, Aristotle S. Onassis, will purchase de Havilland Comet jets.

ALITALIA WHIRLYBIRDS

Alitalia is offering helicopter service with 10 daily flights between Naples and Capri, and Naples and Ischia. The service will continue until October 15.

ROADAIR SAVINGS

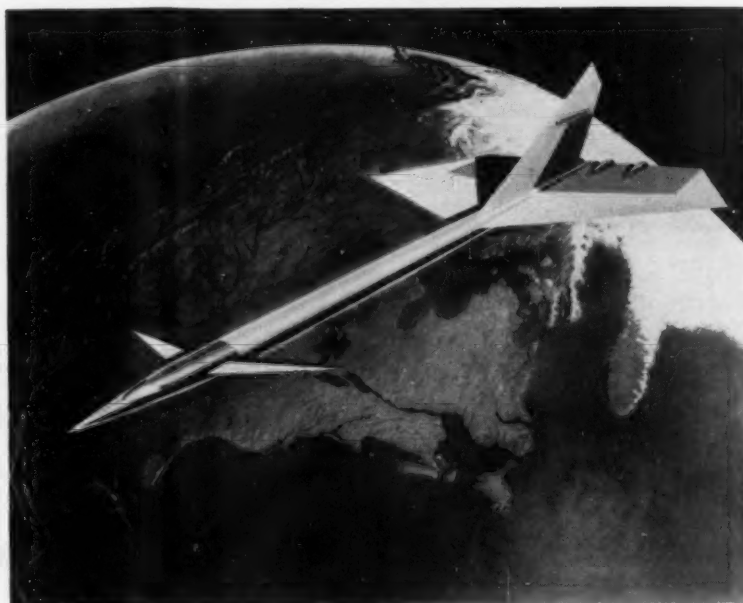
Silver City Airways' Roadair service has reduced its cargo rate by a reported 40% margin. This combination surface-air operation to Belgium now flies a new air route, from Ferryfield to Le Touquet. Previously it was to Ostend.

EUROPE-AFRICA

UAT SUPPLEMENTS RUN

UAT French Airlines has added another flight to its service between France and (Concluded on Page 11)

CARGO AT 2200 MILES PER HOUR



You can take the joint word of Lockheed's senior vice president, Hall L. Hibbard, and its chief engineer of the California Division, Robert A. Bailey: within the next decade—even as early as 1965—a transport plane hurtling through the skies at three times the speed of sound can be constructed and certificated. They claim it would operate from existing airports and have direct operating costs lower than today's subsonic jets or four-engine piston aircraft. Calling the envisioned plane a "money-maker," the Lockheed executives said it could depart from London at 11 a.m., arrive in Los Angeles at 7:45 a.m., take off again at 9 a.m., and return to the British capital at 9:45 p.m. the same day. Above is artist's conception of the supersonic airliner hurtling over the fast-shrinking globe.

WHY WAIT!

When you can move your transatlantic air cargo faster, more efficiently on

Seaboard's Super Constellation AIRTRADERS

Mail and Cargo Flights AROUND THE CLOCK
to Europe with connections to East and Far East

PLUS Seaboard's specially trained **LOADMASTERS** travel with your shipments—extra care and attention at no extra cost. Call your **FREIGHT FORWARDER** or

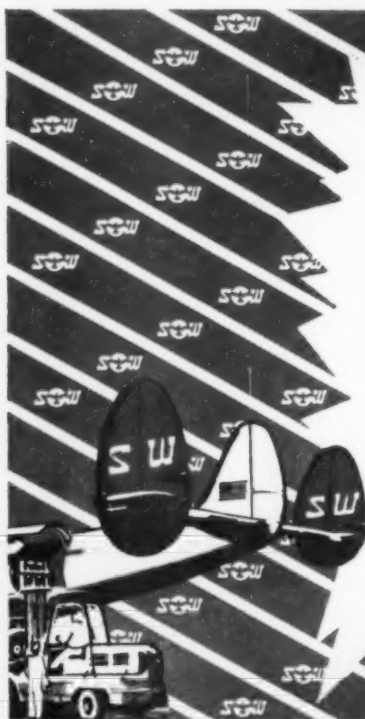
SEABOARD & WESTERN AIRLINES

Largest All-Cargo Transatlantic Airline

Idlewild International Airport, Jamaica 30, New York
FAculty 2-8900

Atlanta
Chicago
Dallas
Los Angeles
New York (80 Broad St.)
Philadelphia
San Antonio
San Francisco
Washington, D. C.

POplar 7-0573
Harrison 7-4425
Fleetwood 7-9221
Madison 4-7514
Whitehall 3-1500
Rittenhouse 6-1165
Taylor 4-7236
Plaza 6-1243
REpublic 7-1430



SEABOARD & WESTERN

**LARGEST
ALL-CARGO
TRANSATLANTIC
AIRLINE**

Tripoli, bringing the total to four per week. A member of IATA, the French carrier has interline agreements with 14 transatlantic carriers.

CAB

CHANGE OF NAME SOUGHT

Regina Cargo Airlines, Inc., supplemental carrier based at Miami Springs, Florida, has applied to the Civil Aeronautics Board for a change of its name to Imperial Airlines, Inc.

IATA

HAWAIIAN JOINS

Hawaiian Airlines, headquartered in Honolulu, and operating throughout the Hawaiian Islands, has joined the International Air Transport Association as an associate member. IATA now has a total of nine associate members in addition to 80 active members.

COMMERCIAL AIRCRAFT

DC-9 READY IN 1963

Called "an advanced jet transport," Douglas Aircraft Company is offering its DC-9 which will be ready for operation approximately four years from now. The airliner will carry 68 first-class or up to 92 tourist-class passengers over short to medium ranges at speeds comparable to those of the larger DC-8, the manufacturer stated. The cargo area will provide 609 cubic feet of space, accommodating 9,135 pounds. Donald W. Douglas, Jr., president, said that his company will release the DC-9 for production when commitments for 75 to 100 planes are obtained.

UAL CONVERTS 6 DC-7s

United Air Lines has signed a \$3 million contract with Douglas Aircraft Company for the conversion of six DC-7 passenger transports to all-cargo carriers. This conversion will increase United's Cargoliner lift by 93%, it was reported. Each of the DC-7 airfreighters will carry up to 32,500 pounds of cargo at 365 miles an hour. The

AT IDLEWILD



Realignment of the cargo staff of British Overseas Airways Corp. at New York International Airport finds this lineup serving shippers: Front row (left to right) — Phil Dixon, cargo assistant; Fred Bell, cargo officer; Cyril Whitfield, cargo assistant. Standing (left to right) — Al Gillam, cargo assistant; Norman Perkins, cargo officer; Ken Hardiman, cargo officer; David Williams, senior cargo officer; Jack Murphy, cargo officer; Charles Russell, cargo officer.

This is
one way
to get
your goods
to the other side
of the earth.

But now
there's another,
faster way
to ship
Down Under.

It's by
Qantas 707 Jet...
the world's
first jet
to woosh its way
across the Pacific.

Starts out
in San Francisco.
Stops for breath
in Honolulu.
Then zoom!
Straightaway
to Sydney.
And back again —
every single week.

Each way, it saves
you over half a day
of shipping time.
Years of shoveling,
too.

Want more facts?
Any cargo agent
will gladly
dig
them
up.

QANTAS

Australia's
round-the-world
luxury airline

New York, San Francisco,
Los Angeles, Vancouver,
Honolulu (Also BOAC,
general sales agents,
in New York, Chicago,
Washington, Boston,
Detroit, Miami, Dallas,
Philadelphia, Winnipeg,
Montreal, Toronto)



coast-to-coast airline currently provides all-cargo service to 14 cities with its seven DC-6As.

75TH ELECTRA

Lockheed's 75th *Electra* propjet transport came off the production line at Burbank last month. It was scheduled for delivery this month to Western Air Lines. The 100th *Electra* reported to be well along in assembly, is an international model going to Qantas. It will be completed in October.

INFLATION HITS DC-8s

Douglas Aircraft Company announced that price adjustments will increase the average cost of the DC-8 *Jetliners* purchased after August 15. Eighteen airlines have ordered the jet transport at an average price of \$5 million each. The world airline industry has been advised that the base price of five variations of the plane will be increased by amounts ranging up to 10%, reflecting "the rising cost of production resulting from higher labor and material costs."

NEA's DC-3s MODIFIED

All of Northeast Airlines 11 DC-3s are being modified to attain greater speed and payload. Speed increases of 20 miles per hour and up to 430 pounds additional payload are featured improvements.

AIRPORTS

IMPROVEMENT LOANS

The United States Development Loan Fund has committed loans to Pakistan and

Bolivia for airport improvement projects. Pakistan will receive \$4.8 million to cover foreign exchange costs of constructing landing facilities for jet transports at Karachi International Airport. Bolivia is slated to receive \$1.5 million to assist in improving El Alto Airport at La Paz.

AA ALTERNATE FIELD

American Airlines has concluded a 10-year contract which will permit it to use Ontario International Airport, 45 minutes from downtown Los Angeles, as a prime alternate airport.

TOP TEN

The Federal Aviation Agency, reporting on air traffic activity during 1958, revealed Midway Airport (Chicago) continued as the nation's busiest. Ranking behind Midway, in the order named, were: Los Angeles, Dallas, Washington, D. C., La Guardia (New York), Albuquerque, Miami, Idlewild (New York), Atlanta, and Honolulu.

NEW OFFICES

AIRBORNE FREIGHT

Atlanta—768 Central Ave., Room 206. Manager: George Garland.

AIRFREIGHT SERVICE CORP.

Jamaica, N. Y.—Room 222, Cargo Building 80, New York International Airport. Phone: OLYMPIA 6-7271.

BOAC

New York—11 State Street (premises

of William P. Higgins Trucking Co.), or use as a cargo receiving station.

GUEST MEXICO

Miami—First National Bank Building. District sales manager: Joseph Purdy.

JAPAN

Seattle—1302 Fourth Avenue. District manager: Peter Ohtaki. Phone: MAIn 4-8105.

SEABOARD & WESTERN

Jamaica, N. Y.—Seaboard & Western Building, New York International Airport. Phone: FAculTy 2-8900. (Sales Department remains at the old address: 80 Broad Street, New York 4, N. Y.)

Washington, D. C.—Washington National Airport. Regional sales manager: Jerold W. Wilwerding. Phone: STerling 3-8278.

TRANS CARIBBEAN

New York—Seagram Building, 375 Park Avenue. Cargo sales manager: James H. McGuinness. Phone: MURray Hill 8-4400.

FORWARDERS

UNITED STATES

EMERY EXTENDS SERVICE

The Air Procurement Service of Emery Air Freight Corp. has been extended to Hawaii. It is already in effect between Europe and the United States and Canada. APS is a special service which makes it possible for a buyer in Hawaii to know the

ST. PETERSBURG/TAMPA
HAVANA
BELIZE
GUATEMALA CITY
SAN SALVADOR
PANAMA
BOGOTA
QUITO
GUAYAQUIL

"tiempo es dinero"

"Time is money" is just as true in Latin America. That's why every day more and more progressive Latin American businessmen say, "Ship it ASA." Regular daily flights. Charter service too. See your freight forwarder or call the ASA office nearest you.

ASA
International Airlines
(Aerovias Sud Americanas, Inc.)

Your Freightway to Latin America!

GENERAL OFFICE: International Airport, St. Petersburg, Florida, Ph.: HEMlock 5-2151
 NEW YORK OFFICE: 30 Church St., New York 7, N. Y., Ph.: WORTH 4-2357
 CHICAGO OFFICE: 608 S. Dearborn, Chicago, Illinois, Ph.: WAbash 2-0081
 WASHINGTON, D. C. OFFICE: 1029 Vermont Ave., N.W., Rm. 703, Ph.: EX 3-0711

precise status of his inbound orders. This includes such information as the time the order left the factory, its location en route at a particular time, and anticipated time of delivery.

AEI HEAD IS OPTIMISTIC

Chester M. Mayer, president and chairman of the board of Air Express International, who recently returned to his New York headquarters following extensive trips through Western Europe and the Far East, has reported a definite upturn in shippers' interest in air freight. He said that interviews with "important business executives from London to Hong Kong confirmed this impression," and that his company was girding itself to meet the anticipated upsurge in air freight traffic. Mayer made the following four points in emphasizing his belief that international air trade will continue its annual record of improvement.



Mayer

Good business ahead

► Last year international air cargo moved ahead, while domestic air cargo slipped.

► Businessmen in all parts of the world are demonstrating a "willingness . . . to redesign their old distribution practices to conform with today's quickened tempo of transportation."

► Because of increased competition, international traders and industries with

FORWARDERS HONORED BY AIR FRANCE



Shown above are officers and representatives of air freight forwarding firms and IATA cargo sales agencies who were awarded handsome symbolic trophies by Air France for outstanding performance (see July 1959 AT; page 4). Left to right: George F. Gaskin, Eastern District cargo sales manager, Air France; Rene Baisier, president, Vairon & Co.; Charles Dalldorf, president, Inter-Maritime Forwarding Co., Inc.; H. E. Nachbur, vice president, Alltransport, Inc.; Duke Hillias, district manager, Air Express International Corp.; Pierre Rousselle, sales manager, Air France; David W. Delaney, Eastern District sales manager, Air France; Mrs. Mary O'Leary, traffic manager, Frederic Henjes, Inc.; Herbert Knox, vice president, R. J. Saunders & Co., Inc.; Jean Baudreau, cargo sales manager, Air France; George Doherty, vice president, American Express Co.; William Clark, manager, Air Freight Division, Dyson Shipping Co., Inc.; and John McDonald, air cargo manager, Freedman & Slater, Inc. All appearing in photo are headquartered in New York City.

foreign outlets are seeking "more effective means of supplying the demand abroad with the least risk to themselves, an avenue which air freight often fulfills."

► Freight facilities and customs facilities at the world's airports are being modernized "in an effort to relate the speed of ground handling to the inherent speed of air transport."

ACE PURCHASES STARK

Stark Air Shipping, Inc., IATA cargo sales agent, has been purchased by Ace Air Freight Co., Inc., 330 West 27th Street, New York. Albert M. Newman, president of Ace, who made the announcement, said

that the purchase was made from Air Cargo Terminals, Inc., Kansas City, Missouri, following negotiations with ACT's president, Jack Nelson. Newman stated:

"The business will be conducted as a branch of Ace, and will be continued at 120 Wall Street, New York with the same personnel. The branch will be managed by the administrative officers of Ace. The type of business will remain unchanged; that is, Stark will continue to act as cargo sales agents for IATA-member carriers. It is expected that additional facilities will be added from time to time. Stark shipments will be received at Ace Air Freight receiving stations."

(Concluded on Page 30)

Fastest freight service across Canada...



CANADIAN PACIFIC JET-PROP BRITANNIA



This 90 ton jet-prop aircraft flies at 400-plus miles per hour with capacity for 8,000 lbs. of cargo on every flight. Fastest daily service across Canada between Montreal, Toronto, Winnipeg and Vancouver. Canadian Pacific Britannia flights across Canada are your fastest, and most direct method of delivering your shipments.

Connections to the Orient by jet-prop — C.P.A.'s fast, jet-prop Britannia speeds your freight from Vancouver to Tokyo — and Hong Kong via the shorter North Pacific route.

TO THE SOUTH PACIFIC

Fast, regular C.P.A. flights leave Vancouver for the Fiji Islands, Australia and New Zealand. In all cases the one carrier is used, speeding your shipments straight to the point.

TO EUROPE VIA THE POLAR OR SOUTHERN ROUTES

C.P.A. Polar Route flights are fast, in either direction between Europe and Vancouver. The Southern Route from Montreal serves Lisbon and Madrid.

For full schedule information, consult your Cargo Agent or any Canadian Pacific office.

Canadian Pacific AIRLINES

WINGS OF THE WORLD'S GREATEST TRAVEL SYSTEM

L U F T H A N S A

GERHARD HOELTJE has certain definite ideas about the future of air cargo, and, more specifically, about its future with respect to Deutsche Lufthansa, Western Germany's national air carrier.

"People often fail to understand that the technical side is linked to the future of air cargo," he said.

Hoeltje's background points up his qualifications to make this statement. Up to last year's unfortunate automobile accident which incapacitated Hans M. Bongers, commercial director of Lufthansa, Hoeltje served as the fast-growing airline's technical director. Until Bongers' return to his desk, Hoeltje will be straddling both monumental jobs. These two men, who were executives with the earlier Lufthansa, comprise the board's two-man executive



Hoeltje



Bongers

They run Lufthansa



Wilzer



Graupmann

System cargo head (left) and aide



SUPER-H CONSTELLATION airfreighter, pride of Lufthansa's Cargo Department.

committee which runs the new airline.

Sitting across from Hoeltje's desk in his spacious office at Cologne headquarters (once the University of Cologne), I was impressed with his almost flawless command of the English language. He had a staccato delivery which somehow complemented his personal dynamism. He could leave no one wondering how he felt and where he stood on the various matters we discussed. But he proved to be a good listener also, and he reacted with evident interest and several searching questions to a rather long and possibly boring dissertation by myself on the comparative costs involved in attracting cargo and passenger revenues.

Hoeltje made it plain that he had spoken with aircraft manufacturers

everywhere, and he has been left with an all-over impression that plane makers view the airfreighters of tomorrow in terms of hauling heavy, bulky materiel—military trucks, guided missiles, and the like.

He uttered a loud, popping sound to indicate his personal disagreement with such thinking.

"As long as airplane development comes from the military, you cannot prove it is an economical aircraft," Hoeltje said. "The needs



Paetow

Cargo manager here

on the move

By Richard Malkin
Executive Editor, Air Transportation

of the military do not correspond with commercial needs. The answer will certainly not come from the military side.

"As far as normal commercial air cargo traffic is concerned, the majority of it is carried in planes built for passengers. Yes, there are modifications for freight. But where is there a plane built, from the first germ of an idea, for this purpose?"

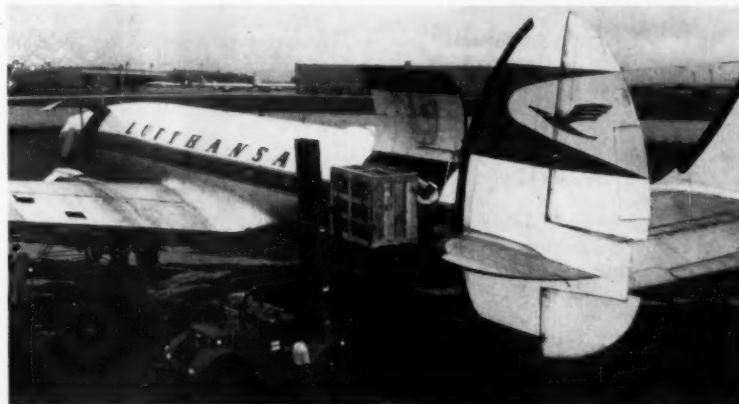
Asked what Lufthansa planned to do with its piston-engined transports when the jets come—it has four Boeing 707-430s on order—he frankly stated:

"We don't know yet. We will study what happens when the jets arrive. First we must wait for experience, then the answer will show itself. The chances of what to do with a 1049 are better than what to do with the 1649."

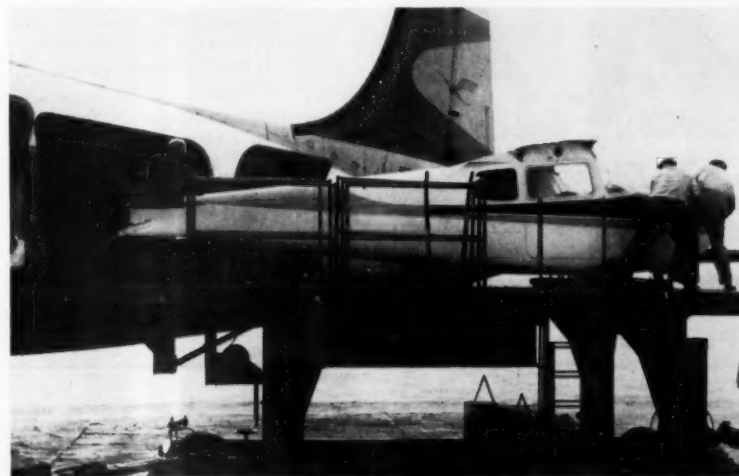
The aircraft referred to by the Luft-hansa executive are Lockheed piston-engined transports.

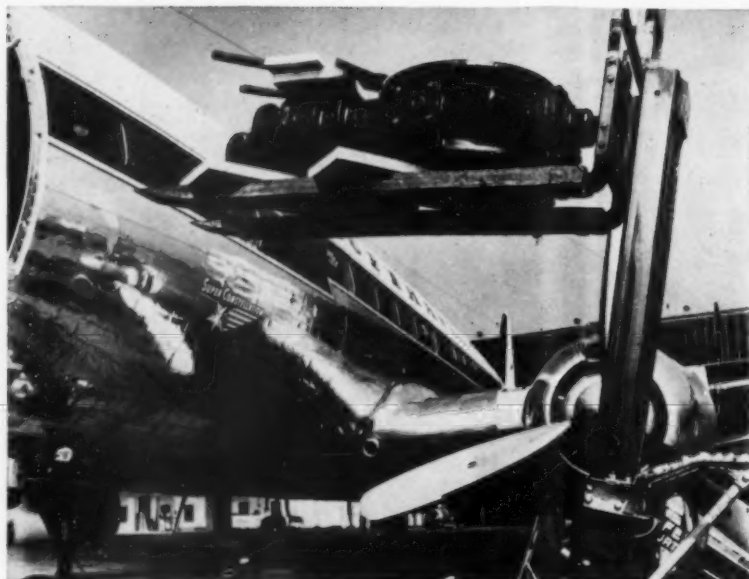
Some of the answers may come from Lufthansa's participation in the forthcoming Air Union (formerly known as Europair), the consortium of four West European national airlines. Lufthansa has a 30% participation, as against Air France's 34%, Alitalia's 26%, and Sabena's 10%. Together, the West German, French, Italian, and Belgian airlines—judging from their performance in 1958—will rival BOAC as the world's third-ranking carrier of international air freight.

Actually my meeting with Gerhard Hoeltje occurred only hours after his return from a high-level meeting of Air Union, and he was fresh with enthusiasm for this cooperative action. He deplored KLM's decision against participation, but accepted it philosophically. Liking the aims of Air



LUFTHANSA'S AIRFREIGHTER easily accommodates a 1,685-pound Westinghouse radiographic-fluoroscopic table destined to Munich where it was exhibited at last month's Ninth International Congress of Radiology. Scene was at New York International Airport.





ALL THE PACKING this bulky unit of heavy machinery required was a wooden skid.

Union to those of Scandinavian Airlines System (a union of Danish, Swedish, and Norwegian Air Lines), he termed them, in both cases, "natural and logical."

But if upper-echelon executives of the German airline, reflecting a marked economic trend in Western Europe since the end of the war, are thinking in terms of cooperative venture, its cargo department—until otherwise notified—is battling hard to develop Lufthansa into one of the leading air carriers of the products of the world.



Schabinger
Hamburg



Hoffmann
Frankfurt



Engelhardt
Düsseldorf



Schroeter
Stuttgart

This zeal is clearly evident on both sides of the Atlantic, projecting from the office of Wolf-Werner Wilzer, general cargo and mail manager of the system, and whipped up by Otto Graupmann, his assistant, who also doubles as German cargo sales manager. On this side of the Atlantic the ball is carried by Joerg W. Paetow, cargo manager for North America.

As Lufthansa accelerates its pace in tapping the world import-export market, it maintains its most active interest in North Atlantic trade, which last year gave the airline 53.4% of its total traffic. The Near and Middle Eastern area is occupying the increasing attention of the carrier's cargo executives, mirrored by the 16.4% slice of traffic which the oil-rich countries of that region contributed in 1958. Close behind was South Atlantic traffic, with 15.5%, followed by European (12.4%) and intra-Germany (2.3%).

This division of cargo traffic may be expected to be altered by the end of this year, and certainly more radically by the end of 1960. In the fall, probably in early November, Lufthansa will inaugurate operations to the Far East with twice-weekly flights to Bangkok. Caracas also is due to receive twice-weekly service beginning at about the same time.

Wilzer stated that he is studying the feasibility of opening all-cargo service to the Middle East.

"We will be forced to do this," Wilzer said, "because our *Viscounts* do not permit us to pick up all the available freight there."

Lufthansa includes nine *Viscount*

814s in its fleet, in addition to four Lockheed 1649A *Superstars*, seven 1049Gs, a 1049H cargo plane, nine Convair 440s, and three DC-3s. The first of its four ordered jets will be delivered late this year. It is fully anticipated that Germany will see her first commercial jet operation in being by about April of next year. The carrier is considering the purchase of medium-range jets for European and Middle Eastern operations, and is assessing the relative merits of the Boeing and Convair aircraft. Interest also is evinced in Lockheed's fast, big-payload, turboprop cargo plane, the *Hercules*.

One of Lufthansa's competitors on the Continent is Deutsche Flugdienst, G.m.b.H., a nonscheduled airline, in which the national airline has a 25% interest. The nonsched operates a fleet of five Convairs and two double-doored *Vikings*.

Someone joked that Lufthansa's cargo and mail chief, Wilzer, had come to the air transportation business from beneath the sea. This was an allusion to Wilzer's Navy background: he served as a submarine commander during World War II. Member of an illustrious shipping family with roots deep in Hamburg, Wilzer turned up after the war in the freight forwarding firm of J. H. Bachmann. It was Wilzer who established Bachmann's Air Department. In 1953 he switched to the budding new Lufthansa for the purpose of setting up its Cargo Department.

A quirk of fate has decreed that Otto Graupmann, who was Wilzer's toughest competitor in forwarder days, should become his right-hand man at Lufthansa. Likewise a native of Hamburg, speaking with its distinctive Northern accent, he started his cargo



ALL passenger transports haul cargo, too.

career with Schenker in 1946. Three years later he turned to the airline business, joining KLM as its cargo manager for Northern Germany. In 1951, however, he retraced his steps, leaving the Dutch carrier for Deugro, one of Germany's major forwarding companies. The energetic young man established Deugro's Hamburg office, and performed as its manager. The same year he served as one of the founders of the Hamburg Luftfrachtkontor, a cooperative organization which consolidated the air shipments of its member firms. The North Korean incursion into South Korea did much to boost Graupmann's air traffic, getting his new office off to an excellent start. But after a half-dozen years with Deugro the lure of the airline business brought him back, just two years ago, this time to Lufthansa.

I had arrived in Cologne only a short time before Wilzer was scheduled to leave on a holiday, which did not leave very much time for exhaustive talk. Graupmann, however, proved to be equal to the task, facts, figures, and shrewd observations pouring from him as we traveled from station to station.

The rate situation worried him. He was convinced that "if IATA does not arrive soon at a solution to the North Atlantic rate problem, there will be no IATA rates." The outcome of that unwanted situation must be a rate war, he said.

"We do not want merely to cut rates," Graupmann insisted. "Our purpose should be to develop new air cargo. As I see it, the only way we can do this is through a proper rate structure. If we don't get one, we cannot do the job."

He is all for establishing a commodity list which would include every single product offered for transport by air, showing a class for each. He would eliminate all general rates.

Association on both sides of the fence which separates airline and forwarder has given Graupmann rather good per-

Getting the Air Cargo Story Across

In an effort to relate the story of air cargo to the shipper in more down-to-earth terms, Lufthansa recently produced a booklet of cartoons which highlighted the various economic advantages of shipping by air. It was printed in four languages. Here are just a few of the illustrations selected from that booklet. The captions are our own versions.



Air shipments require minimum packing . . .



. . . Or none at all.



Air cargo opens new market areas.



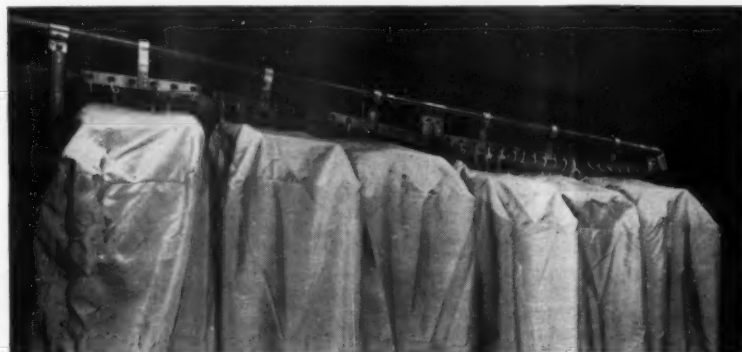
It will sink your distribution costs.



Costly, time-consuming paperwork is cut.



It gets there like a shot—and direct.



HOW WEARING APPAREL often is shipped—a money-saver for the man paying bill.

spective. He understands the problems of both and can discuss them without the passion often found among partisans of either entity.

The cargo executive recognizes and emphasizes his company's—indeed, all of the airlines'—need of the agents and consolidators. But he has his reservations about those who are agents in name only. To illustrate: there are some 220 IATA-approved agents in Western Germany, of whom approximately 10% may realistically be called (as Graupmann put it) "active" in the sense of the word as understood by the airlines.

(Continued on Page 24)

CONGRATULATIONS

UNITED STATES AIRLINES

Alaska: A. C. Schweizer, well-known New York airline cargo executive associated with TACA for 12 years, has accepted the post of regional sales manager in New York for the Seattle-based Alaska carrier. Schweizer, who began his cargo career with U. S. Airlines, is president of the Air Cargo Sales Club of New York.

American: Melvin A. Brenner elected assistant vice president. He will operate in the Finance and Planning Department, continuing, as in his recent position, to direct schedule planning and forecasting. Before joining American in 1955, he was aviation adviser to the Undersecretary of Commerce in Washington, D. C.

Braniff: Robert Booth takes the new post of manager-international sales at the company's administrative headquarters in Dallas. Harry Marples, coming from Ecuador, replaces Booth at Colombia as manager. With Braniff since 1951, Marples has had prior association with Aerolineas Argentinas, British South American and Pan American.

Eastern: H. Walton Cutshall, promoted in 1958 to an assistant vice presidency, further promoted to Midwestern Division sales and traffic manager with headquarters in Chicago.



Schweizer
Alaska

Pacific Northern: Thomas D. Stuart elected to the newly created post of vice president of industrial relations. A veteran of 25 years in airline and personnel work, he has been with Pacific Northern since 1956.

Pan American: Milton Patterson fills the new position of cargo sales superintendent of the Pacific-Alaska Division. In nearly 20 years service with Pan Am, he has served in Miami, Bangkok and Karachi . . . Maurice E. Fitzgibbon named cargo sales manager of the Atlantic Division. During his service with the airline, which has lasted since 1946, he has periodically instructed at Pan Am's London Training School.



Morrison



Fitzgibbon

Pan Am cargo executives

Seaboard & Western: Keith Halliday appointed to the newly-created position of director of mail services. He was with TWA before joining Seaboard . . . Jerold W. Wilwerding named East Central regional sales manager, heading the new regional sales office at Washington National Airport. He has been with Seaboard since 1952.



Upper left
Wilwerding



Upper right
Halliday



Right
Clipson

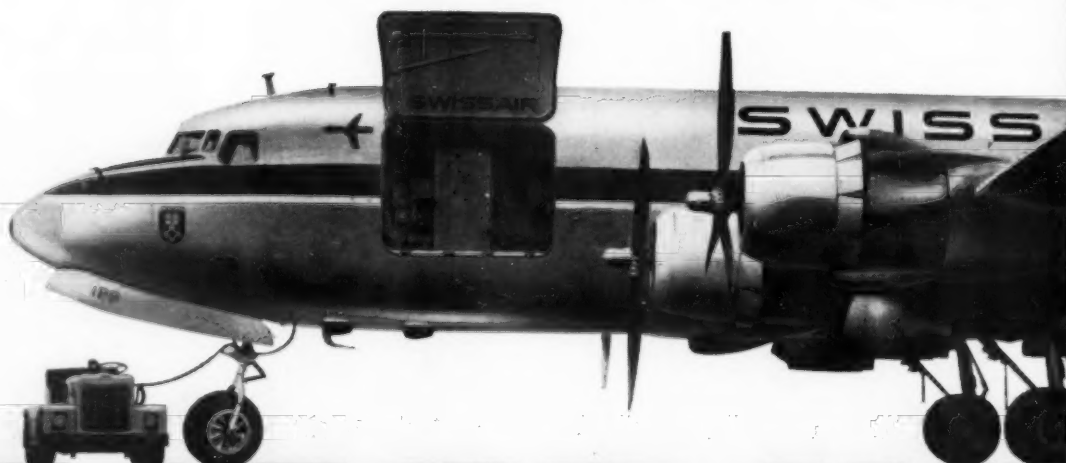
TACA: R. E. Clipson, airline veteran, named vice president and general manager. He formerly held the office of vice president-operations. . . . The following other new officers were also appointed: Enrique Sol, executive vice president; George J. McHugh, general traffic and sales manager; Claude Taylor, manager of operations.

TWA: The following changes have been announced: John N. Martin, formerly of the general sales staff, becomes vice president sales-Atlantic Region, based in New York; Joseph W. Letzkus of Cairo, formerly vice president sales-Middle and Far East Region, becomes vice

SWISSAIR &

*Two all-cargo flights every week—
to anywhere in Europe and beyond*

CALL YOUR FREIGHT FORWARDER OR SWISSAIR • OFFICES IN NEW YORK • CHICAGO • SAN FRANCISCO



TUESDAY

president sales-Western Region, headquartered in Los Angeles; Robert E. Montgomery, formerly vice president sales-Western Region, becomes vice president sales-International Region, headquartered in Paris. The following appointments have been made in the Sales Division headquarters offices in New York: Pierre G. Desautels succeeds C. E. McCollum as vice president-national accounts; and Richard Mazzarrini comes from Paris to take over the duties of vice president-international sales development in New York. . . . John P. Mead of Kansas City promoted to assistant vice president-industrial relations; W. L. Trimble of Paris elevated to regional vice president-transportation of the airline's International Region; and S. L. Higginbottom of Kansas City elevated to assistant vice president-engineering, flight test and inspection in the Technical Service Division. . . . George V. Lambert takes the newly created position of system director-sales schedule coordination. . . . James H. DeRevere moves from Boston to succeed Lambert as district sales manager at Chicago. Richard P. Spater, district sales manager for Italy, replaces DeRevere at Boston as district sales manager. Charles R. Mathews moves from Cleveland, Ohio, to succeed Spater in Rome.

United: R. N. Mather, a 16-year veteran with United, named ground services manager at Baltimore. . . . J. A. Mitchell appointed ground services manager at Des Moines, Iowa. C. R. Hammerstrom replaces him as ground services manager at Lincoln, Nebraska.

FOREIGN AIRLINES

Aerolineas Argentinas: Douglas C.

Coldwell appointed agency and interline manager. A veteran of more than 15 years in the airline industry, he has served with Pan American and Panair do Brasil in South America.

Air France: Norman Reader named public relations manager of the North American and Caribbean Division. For a dozen years until 1958 he served as public information director of the French Government Tourist Office in North America, and was twice decorated by the Republic of France for his contributions to French-American goodwill. During World War II he was public relations officer of the U. S. First Air Force.



Reader
Air France

BOAC: Edward J. Maynes named as a sales representative in the Boston office.

Guest Mexico: Carlos Diez appointed agency and interline manager. He has been associated in the past with KLM, American, Braniff, and CMA in Mexico.

Lufthansa: Peter Patrick, formerly with Lep Transport and Windsorian World Travel, Ltd., named cargo sales representative for the London area.

Trans-Canada: L. B. Sampson, formerly sales manager-Northern Ontario, has been named district sales manager in Glasgow, Scotland. . . . John Callen, sales promotion manager in Toronto, now serving in similar post in London.



Upper left
Samuels

Upper right
Kreps

Left
Miles



INDIRECT AIR CARRIERS

ABC Air Freight Co., Inc.: Sidney Kreps, who for the past 11 years was associated with American Shippers, Inc., most recently as vice president, has taken over the office of executive director of air freight sales and operations for ABC. He serves as president of the Air Freight Forwarders Association.

AEI: Mark F. Samuels, who joined Air Express International in 1958 after 12 years in the import field, promoted to the position of import manager-Idlewild. He has also been named as assistant secretary. (Concluded on Page 32)

SWISSCARE

plus cargo service every day
—all the way to Tokyo

LOS ANGELES • CLEVELAND • PHILADELPHIA • ATLANTA • DALLAS • WASHINGTON • TORONTO



& FRIDAY

AIR CARGO: FIRST QUARTER

Statistics covering freight and express flown by the scheduled combination, all-cargo and helicopter airlines of the United States during the comparative first quarters of 1958 and 1959.

REVENUE TON-MILES OF FREIGHT CARRIED

	1st Quarter 1958	1st Quarter 1959	Percent of Change
Domestic Trunklines	51,678,000	62,486,000	+20.9
Local Service Airlines	439,000	548,000	+24.8
Territorial Airlines	348,000	340,000	-2.3
Helicopter Airlines	3,000	3,000	
International & Overseas Airlines	28,579,000 ²	33,552,000 ²	+17.4
Alaskan Airlines	1,163,000 ²	1,383,000 ²	+18.9
All-Cargo Airlines*	28,005,000 ¹	32,986,000 ¹	+17.8
Consolidated Industry	110,215,000 ³	131,298,000 ³	+19.1

REVENUE TON-MILES OF EXPRESS CARRIED

Domestic Trunklines	10,017,000	11,953,000	+19.3
Local Service Airlines	347,000	430,000	+23.9
Helicopter Airlines	9,000	9,000	
International & Overseas Airlines	65,000	71,000	+9.2
Alaskan Airlines		9,000	+100.0
All Cargo Airlines*	183,000	288,000	+57.4
Consolidated Industry	10,621,000	12,760,000	+20.1

OPERATING REVENUES—FREIGHT

Domestic Trunklines	\$12,228,000	\$14,695,000	+20.2
Local Service Airlines	235,000	305,000	+29.8
Territorial Airlines	169,000	171,000	
Helicopter Airlines	6,000	9,000	+50.0
International & Overseas Airlines	9,501,000 ²	11,012,000 ²	+15.9
Alaskan Airlines	437,000 ²	512,000 ²	+17.2
All-Cargo Airlines*	5,622,000 ¹	8,045,000 ¹	+43.1
Consolidated Industry	\$28,198,000 ³	\$34,749,000 ³	+23.2

OPERATING REVENUES—EXPRESS

Domestic Trunklines	\$3,462,000	\$4,206,000	+21.5
Local Service Airlines	144,000	191,000	+32.6
Helicopter Airlines	19,000	31,000	+63.1
International & Overseas Airlines	17,000	18,000	+5.9
Alaskan Airlines	12,000	8,000	-33.3
All-Cargo Airlines*	52,000	86,000	+65.4
Consolidated Industry	\$3,706,000	\$4,540,000	+22.5

¹ Includes domestic and international.

² Express and freight combined.

³ Includes express carried by International and Alaskan carriers.

⁴ Does not include express carried by International and Alaskan carriers.

*Slick Airways suspended common carrier operations on February 24, 1958.

**Aaxico Airlines suspended common carrier operations in June, 1959.

DOMESTIC TRUNKLINES

American • Braniff
Capital • Continental
Delta • Eastern
National • Northeast
Northwest • TWA
United • Western

LOCAL SERVICE AIRLINES

Allegheny • Bonanza
Central • Frontier
Lake Central • Mohawk
North Central • Ozark
Pacific • Piedmont
Southern • Trans-Texas
West Coast

TERRITORIAL AIRLINES

Hawaiian
Trans-Pacific

HELICOPTER AIRLINES

Helicopter
Los Angeles
New York

ALL-CARGO AIRLINES

AAXICO ** • ASA
Flying Tiger • Riddle
Seaboard & Western

INTERNATIONAL & OVERSEAS AIRLINES

American • Braniff
Caribbean/Atlantic • Delta
Eastern • National
Northwest • Pan American
Panagra • TWA
Trans-Caribbean • United

ALASKAN AIRLINES

Alaska • Alaska Coastal
Cordova • Ellis
Northern Consolidated
Pacific Northern • Reeve Aleutian
Wien Alaska

Why TVs Fly

AN
AIR
TRANSPORTATION
FOTOSTORY



THERE IS INCREASING EVIDENCE that more and more businessmen, here and in other countries, have passed over the hump, and have given the matter of air distribution new perspective. Gone is the bugaboo of high air cargo rates. Regular users have come around to understanding that the rate is of relative importance only, and that one or several of the other aspects of distribution may reveal quite a different story to the man who pays the shipping bill.

Take Westinghouse, for example. In the front line

of competition in the world market, this company regularly leans on air cargo to get there "fastest with the mostest." Getting the supply there first, or in time to take advantage of the demand, is important, of course. But so are a number of air cargo's tangible by-products.

Follow this latest *Air Transportation Fotostory*, from manufacture in New Jersey, through transport by Pan American World Airways, to ultimate use of the product in a typical Guatemala home. Therein lies a dollars-and-cents moral.



1

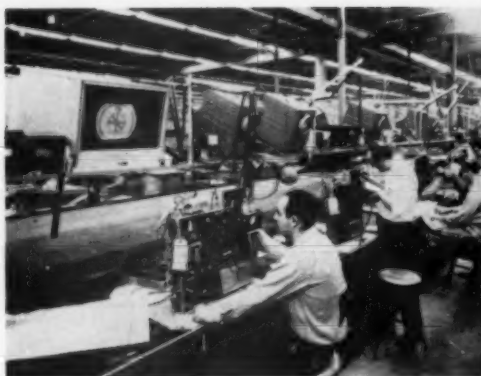


2

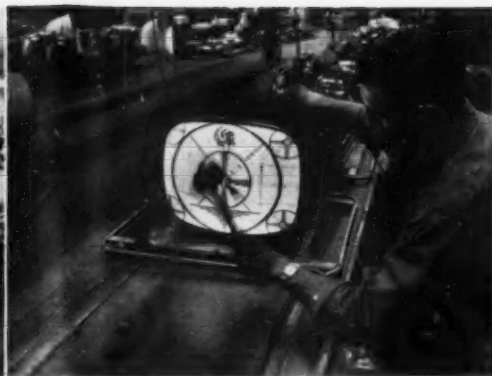


3

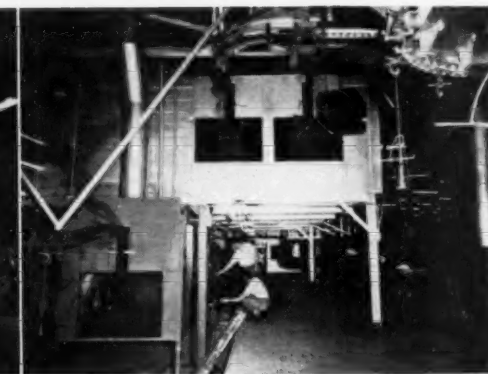
SHOWN in the first few photographs are several stages of assembly of black-and-white and color television receivers at the spacious Westinghouse plant in Metuchen, New Jersey (*Fotos 1 through 3*), followed by testing procedures (*Fotos 4 and 5, on next page*) to check the various components . . . Fresh from their respective production lines are a black-and-white and a color TV receiver (*Foto 6*). This under-the-chassis view points up the relative complexity of the color receiver at the right . . . The cabinets undergo a number of processes before they can be released to house the chassis. In a specially equipped room (*Foto 7*), the cabinets—the ones in this view are metal—are washed, degreased, coated with iron phosphate at a temperature of 160°



4

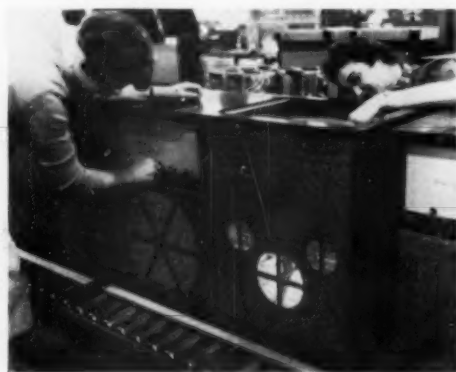


5



6

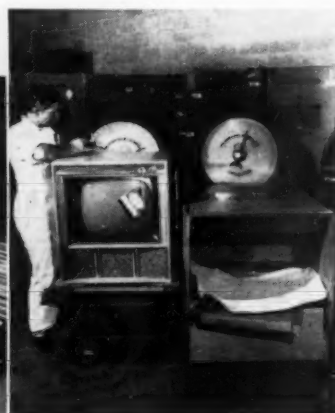
7



8



9



10

Fahrenheit, cold-rinsed, and then rinsed with a mild solution to neutralize the phosphate. Ultimately a conveyor carries them to a dry-off oven . . . When the Westinghouse TV receiver has been fully assembled, it receives a final check (Foto 8), then moves on to the shipping room (Foto 9).

For the most part, the sets are trucked to Pan Am's giant cargo depot at Miami International Airport. Now, what does economical packing for air shipment mean? Visual proof is given (Foto 10) that important savings in

packing costs can be effected. Here, for example, a 98½-pound set sits beside its carton and other packaging material which weigh 12½ pounds. Instead of heavy wooden export packing which surface transport requires, often several times the weight of the contents, the carton and packaging material together weigh one-eighth the poundage of the TV set. Packing for air transport does not call for waterproofing against the damaging properties of salt water and salt air; it needs no ponderous crates to withstand the slam-

bang handling by stevedores. And because these protective measures so normal to ocean shipping are superfluous in air shipping, it can readily be seen how quickly the air cargo bill starts coming down.

This descent is accelerated by two more facts. First, some countries assess import duties on a per-pound basis, thus, in effect, granting "discounts" to commodities brought in with light packing. Second, the combination of no pilferage and the smoothest form of transport has brought insurance costs down



11



12



13



14



15



16

to a fraction of what they are for surface movement.

With only minimum, though secure, packing, the TVs are ready to move to their various destinations in Latin America. While one Pan Am cargoman applies destination labels to the containers, another checks the weights (*Foto 11*) . . . Ready for transfer to a southbound airfreighter (*Foto 12*), the

sets are forklifted into the plane and carefully stowed (*Foto 13*). Other consignments are loaded into the cargo compartments of passenger aircraft, such as the one seen on arrival in Guatemala City (*Foto 14*). Watching the unloading of TVs are (left to right) J. Mario Lacape, Pan Am's cargo sales representative, and Raul Tejada, of Tejada Mills Co., Guatemala West-

inghouse distributors. Air cargo has been of inestimable assistance to Tejada in maintaining strict control of inventory with relation to current demand . . . Literally within hours of the TV's departure from Miami they are being demonstrated to shoppers in Guatemala City (*Foto 15*), and possibly even within the same 24-hour period installed in the home (*Foto 16*).

LUFTHANSA

(Continued from Page 17)

"To be an active sales agent means to go all out and sell air cargo, not to wait around until some shipper asks you to ship his package by air. I am in favor of dropping the inactive ones. They are costly to us; it costs Lufthansa money just to keep them on the books. As for the active agents, they will be a very important factor in our growth! Look what they are doing for us today. Eighty-nine percent of our whole export volume comes through the hands of the forwarders."

Graupmann spends a fairly large amount of his time in the sometimes harrowing role of "educator" to business management. Old prejudices on shipping and distributing procedures often present a formidable barrier to the drawing of a modern blueprint for shippers. But persistence, salesmanship, and, most of all, an honest-to-goodness belief in what he is attempting to sell to higher-level businessmen, slowly pays dividends.

Increasing Autonomy

The education process is not a one-man job, of course. All Lufthansa cargo men participate in it at varying levels. An important part of this job belongs to the carrier's district cargo managers. This cargo management system, in contrast to the practice employed by most airlines whereby a district manager straddles both passenger and cargo matters, is the start of a positive move toward granting increased autonomy to the Cargo Department. With Lufthansa's cargo picture showing steady annual improvement (since 1955, the year commercial service was resumed, cargo has expanded at an average rate of nearly five million ton-miles a year), the big brass at headquarters have decided to accelerate the drive towards the Big Payoff. Last April every district cargo

manager in the system received a promotional budget designed to produce a specific quota of traffic. Each man was made his own master of the budget. Once each year all district cargo chiefs convene in Cologne where they plan their moves for the next 12 months.

Foundation for Future

There is frank realization that what is being done today is, in effect, putting down the cement floor on which cargo's future must stand. The future must be advanced in a number of ways: better aircraft, more availability, improved services, lower rates, promotion, etc.

Pointing out that each year Western Germany exports 2,500 tons of optical products, of which only about 175 tons go by air, Graupmann stated that this condition must not be allowed to continue to exist. He said that a study in which Lufthansa, the Association of German Optical Industries, and individual optical goods manufacturers collaborated, indicated that a 35% reduction in the air cargo rate ("This still will leave a profitable margin to the carriers") should increase volume tenfold.

Graupmann represents Lufthansa in the Air Cargo Working Group, a body which also includes representatives of the German Association of Commerce, the Association of German Industries, and the Association of Freight Forwarders. Meeting approximately half a dozen times a year, it directs its efforts towards coordinating the needs and demands of shippers and carriers. To date it has reached agreement on a cartage tariff, and conducted a study of the air export potential at present rates.

Düsseldorf, capital of the *Land* of North Rhine-Westphalia, the most populous of the Federal German Republic's *länder*, is served by Lufthansa on a daily 'round-the-clock' basis. Twenty-seven employees are supervised by Erich Engelhardt, district cargo man-

ager. Engelhardt's roots were in surface transportation, making the transfer to Lufthansa in 1955.

Thirty-two cargo agents dot the Düsseldorf area, these — in widely varying degree — giving the airline about 90% of its export volume. Textiles heads the list of outbound commodities, with machinery parts, chemicals and pharmaceuticals, and cutlery following in that order. Inbound volume is weighted heavily towards machinery parts, textiles, live plants, and aircraft and aircraft spares, in the order named. Up to the time of my visit to Düsseldorf, about a score of light planes had been airfreighted to that city.

Only four kilometers (about 2½ miles) from town, the airport soon will boast a new cargo facility, including 380 square meters (4,090 square feet) of warehouse space and 220 square meters (2,368 square feet) of office space.

Customs hours for imports are from 8 a.m. to 6 p.m., six days per week, with Sunday service on call. The overtime rate, which holds for all Western Germany, is at the rate of 2DMs (46¢) per man-hour.

Lufthansa performs all cargo-handling services at Düsseldorf for Aer Lingus, Air France, Air India, Alitalia, and Swissair. As in all other parts of the country, the agents normally handle pickups and deliveries.

At Hamburg

The Hanseatic city of Hamburg, one of the great ports of the world and the largest city in the Federal Republic (West Berlin, which has a larger population, is a *land* of the Federal Republic, but not on a *de jure* basis), bears the unmistakable imprint of a city fashioned by its old maritime tradition. If a view of the excellent harbor, the busy shipyards (the Federal Republic ranks second in the world in orders for merchant ships of 1,000

Find out about our sensational new

GOLDEN ROCKET Service . . . Overnight to Europe!

Domestic and Foreign Indirect Air Carrier, I. A. T. A. Cargo Sales Agent, Ocean Freight Forwarder, Custom House Broker

AIR EXPRESS INTERNATIONAL CORP.

and its wholly owned subsidiaries, Air Express International Agency, Inc. (FMB 416)

and Surface Freight Corporation (FMB 589)

90 Broad St., New York 4, N.Y. • BOWling Green 9-0200

the world's first AIR EXPRESS INTERNATIONAL NETWORK — not affiliated with any other air express company

N. Y. MANHATTAN TERMINAL: South Ferry Slip 5, Foot of Whitehall Street, BOWling Green 9-0200
CHICAGO MIDWAY AIRPORT: LIdlow 5-1616
DALLAS: Love Field, FLAetwood 2-5253
DETROIT: 2310 Cass Ave., WOOdward 1-2775
HOUSTON: Municipal Airport, MISSION 5-6654
LOS ANGELES: Int'l. Airport, 5691 Avion Dr., OREGON 8-8977
MIAMI: 36th St. Terminal, Int'l. Airport, NEWton 5-6565

NEWARK: Building 5, Newark Airport, MITCHELL 2-8645
NEW ORLEANS: Moisant Int'l. Airport, KENner 4-5581
NEW YORK: Idlewild Airport, Cargo Operations Bldg., OLYMPIA 6-5220
OKLAHOMA CITY: Will Rogers Field, MUtual 5-7710
PHILADELPHIA: Philadelphia Int'l. Airport, BElgrade 2-8866
SAN FRANCISCO: Terminal Bldg., Int'l. Airport, PLaza 5-7538

tons and over), the many industries concerned with the maritime industry in one form or another, the Free Zone, and the earnest hustle of the international traders and shippers are not enough to reflect its maritime aspect, then a glance at Lufthansa's outbound manifests ought to do the trick. Far and away, the leading exports of the area moving out through Hamburg Flughafen are ships' parts and machinery. Textiles and scientific precision instruments follow.

Lufthansa's district cargo manager here is Gerd Schabinger. A veteran air transportation man — he was with British European Airways in Berlin before the war, and became associated with the original Lufthansa in 1937, served until its dissolution in 1945, and returned to the successor company in 1953—Schabinger turned to cargo in 1958 after a long career in purchasing. Today he is in charge of a 25-man cargo staff which is fast outgrowing its quarters, while awaiting completion of a new building which will give Schabinger and his assistants a seven-room office.

Customs Procedures

The present cargo structure at the airport, which is tenanted by 15 carriers, is compartmented with barbed wire-topped steel cages for imports and exports. Customs facilities here are impressive. With 45 customs personnel on hand, two-thirds of them assigned to clearing imports, with various specialists on specific commodities available, one cannot miss the aura of urgency. As one explained to me:

"Our customs procedures at this airport are the most progressive in Germany, and probably among the best in Europe. This is because for centuries such a large part of our population has earned a living in some way from shipping and foreign trade, and it is natural for us to understand the importance of clearing shipments quickly. Hamburg is progressive in this respect, because

we understand what it can mean if it is otherwise. I think that the people of an old port city can appreciate what I am saying better than anyone else."

To this Schabinger added:

"Let us say I receive a shipment at 9 o'clock. It is very normal if it has been cleared by 9:30. When I mention this to some people in our business, they are surprised."

Imports are cleared between 8 a.m. and 7 p.m., Monday through Saturday. Sunday clearances are effected on arrangement.

Across the street from the air cargo warehouse, facing a ramp at truckbed height, are the forwarder offices. A score of forwarders are represented at Hamburg Flughafen, most of them engaged in expediting imports. Each firm has its main office in the city where principally exports are handled.

The new building under construction adjoins the cargo building. The warehouse quarters which Lufthansa is to occupy will have some 300 square meters (about 3,230 square feet) of area.

Lufthansa's maintenance hangar is an imposing structure. Twenty-five hundred men work in three shifts. I went through one of the products of the airline's own shops—a 17-year old DC-3, completely refurbished, and spanking new.

I was informed that by the end of this year a vast new hangar and additional shops will be completed.

Stuttgart Visited

Industrial Stuttgart serves as capital of the *Land* of Baden-Württemberg. In contrast to a national average of 7.2 engaged in handicrafts per 100 inhabitants, the average in this *land*, highest of all the 10 *länder*, is 8.3 per 100 inhabitants. It is in this area where Karlheinz Schroeter holds sway as Lufthansa's district cargo manager. Schroeter, who formerly was associated with KLM, started his career with a forwarding agent in Nurnberg.

Accompanying me on this visit to Stuttgart was Dieter Laun, a knowledgeable young man, who serves as assistant to Otto Graupmann. Formerly with a travel agency in Stuttgart, he joined Lufthansa's cargo department in this city in April, 1956. Five months later he was elevated to Nurnberg cargo manager; and in two years he took another step up, moving to Cologne to take over his present position.

Stuttgart's principal exports, in the order named, are machinery and machine parts, cameras, and (lumped together) imitation jewelry, watches, and Black Forest cuckoo clocks. Inbound are British and Scandinavian textiles, photographic equipment from all parts of the world, and dresses from Hong Kong.

Growing Station

Opened in November, 1955, this station now employs a dozen cargo employees. Geared to the needs of this important industrial area, the cargo office is open from 7 a.m. to 11 p.m. every day of the week.

Eleven of the 25 forwarding agents in the Stuttgart area are located at the airport. In the past two years they have been responsible for giving Lufthansa 92% of all the volume handled there.

"We are not interested in making direct sales to shippers," Schroeter said. "We prefer they use agents. It is better for them and better for us."

Schroeter, too, has strong reservations about the worth of inactive agents, asserting:

"There are agents who handle an air shipment only when requested to do so by the client. That is not what I consider the real function of an agent. Perhaps they need more encouragement to go out and *show* how air can be useful and economic. Would you care to hear what I suggest to change the situation? Set a level, and if the agent reaches it give him 6% commission after that. Perhaps offer him 7% when



Take-off place for a South American lift

- As near as your phone, there's an independent Cargo Sales Agent who can answer questions about an air cargo lift to South America's West Coast and Buenos Aires.

- He can reserve you space on any of Panagra's 15 flights a week.
- No change of plane from New York to 11 major S. A. cities over the routes of National, Pan American and Panagra.

PANAGRA
WORLD'S FRIENDLIEST AIRLINE



AIRBORNE

FREIGHT CORPORATION

379 OFFICES AROUND THE GLOBE.....

Let Airborne work out a faster, more economical air cargo movement to fit your exact needs...

Call your nearest Airborne office for an analysis of your shipping problems... it's yours for the asking.

FEATURING
"Jet-Speed"
SERVICE

Domestic and
International



Air Freight Forwarders

New York: ORegon 9-5656
Philadelphia: WALnut 3-1034
Chicago: REliance 5-8866
Seattle: CHerry 2-0512
Portland: ATLantic 8-5877
San Francisco: UNiper 5-4321
Los Angeles: MADison 6-0503

COVERING THE U. S., ALASKA, HAWAII, MEXICO, CENTRAL AMERICA, SOUTH AMERICA, EUROPE AND ASIA

another level is reached. I think that this plan might work."

All the agents with headquarters in Stuttgart have joined the Bonn-headquartered Deutsche Luftfrachtkontor G.m.b.H., more about which will be mentioned later in this article.

From 12% to 15% of all the out-bound volume airlifted by Lufthansa from this station are consolidations which average about 45 kilos each. The average unconsolidated consign-ment weight is about half that.

Laun pointed out that Stuttgart generates the largest percentage of regular movements by air of any city in Germany.

Customs hours at the airport are from 8 a.m. to 5 p.m., Monday through Friday; 8 a.m. to noon on Saturday.

"Greatest Impact"

Frankfurt, hub of air transport activity in Western Germany and one of the most important transit points in Europe for air cargo, provided the greatest impact.

One rainy evening, for about two hours until 10:30 o'clock, I watched 13 Lufthansa and an uncounted number of foreign-flag flights drop into Rhein-Main Airport. In this period the aircraft were unloaded, transit freight separated, reloaded, serviced, and put into flight again.

Finding shelter from the driving rain under the wing of a *Viscount*, District Cargo Manager Hermann Hoffmann shouted into my ear over the blast and roar of engines around us:

"If you think this is something, you ought to see us on other nights when we have 18 of our own flights during the same hours. And that's not mentioning the cargo of the other airlines we handle."

Lufthansa, which was reported to be handling about half the freight at Rhein-Main, has cargo-handling agreements for this station with Yugoslav, Iberia, Finnair, Ethiopian, Middle

East, Turkish, Austrian, Alitalia, Aer Lingus, Misrair, and Hunting-Clan.

Earlier that day a military jet had plummeted onto the field and the effects of disrupted commercial schedules were still evident. Concerned about certain shipments which, for one reason or another, had priority or special-rush status, Hoffmann moved a zigzag course over the wet tarmac, peering into the active cargo cabins of aircraft strewn over the field, searching the sky for tell-tale lights or listening for the sound of engines aloft, checking with ramp men, and behaving generally like a mother hen with her brood.

Still in his early thirties, Hoffmann spent eight years with KLM (five as Düsseldorf cargo manager and two as Cologne cargo manager) before joining Lufthansa. He is an energetic worker, putting 14 or 15 hours a day into the job of shaping the airline's cargo organization in Frankfurt.

"The time for work is now," he said. "Later is the time to relax."

Fastest-Growing Facility

Obviously deeply proud of the development of his station, he conducted a short tour of Lufthansa's fast-growing cargo facility at Rhein-Main. There is a well-integrated system of sales records and follow-ups. A conveyor-belt system, designed to expedite the handling of shipping documents, moves from the export desk to the traffic office. The sales counter is open every day of the week, from 7 a.m. to 11 p.m. Cargo traffic, on three shifts, never ceases operation.

The largest single cargo organization in the system, Hoffmann heads 71 employees—sales and traffic.

A new cargo building, which will be occupied by Lufthansa only, may be ready for use before the year is out.

"We will make use of the cellar and the main and first floors," Hoffmann said. "It will face the street on one side and the tarmac on the other. Ramps

for truck loading will be on both sides of the building. The main floor will be divided for export and import, and a scale will be placed at the door. Shipments will be placed on pallets and stacked. Cargo that will have to be moved to the cellar or first floor will be taken there by elevator. By the way, we are storing shipments according to flight, not by destination as we used to. There will be complete facilities for all kinds of paperwork."

Fritz Schmitterer wears the twin hats of cargo traffic manager and assistant to Hoffmann. Heading up the four-man sales force in the Frankfurt area is Franz Thum, whose informal manner and liberal use of Americanisms in his fluent English makes him rather striking.

Top Commodities

Lufthansa's leading commodity out of Frankfurt is optical goods, followed by chemicals and pharmaceuticals, electrical goods, and leathers. Machinery and machine parts, textiles, and aircraft parts are, in that order, the in-bound volume leaders at the present time.

Fifteen airlines have signed agreements with Lufthansa, appointing it general sales agent for all of Western Germany. These are: Air Lingus, Air France, Air India, Alitalia, Austrian, Eagle, Ethiopian, Finnair, Iberia, Icelandic, Iraqi, JAT, LAV, Misrair, and TAP.

Lufthansa's other district managers who, for one reason or another, I was unable to meet are: Eugen Prochnow (Berlin), Dieter Kotzan (Bremen), Siegfried Köhler (Hannover), Erich Kindler (Cologne), Ralph H. Thielemann (Munich), and Joerg Roloff (Nurnberg).

One cannot discuss the German air cargo situation without touching on the forwarder situation there. At the time of my last visit to that country it was in a state of flux. This is hardly to suggest a period of unhealth. Rather it pointed towards efforts to consolidate strength in order better to tap the growing air cargo market.

In Hamburg I spent a little time with Ehrhard Thiel, top executive of Kühne & Nagel, who serves as chairman of the board of directors and main sparkplug of the Deutsche Luftfrachtkontor, G.m.b.H.

Other members of the board are Rudolf Sachse, of Düsseldorf; Manfred Dieterle, of Stuttgart; D. Voelker, of Hannover; K. Gudzent, of Munich; and Johann J. Hess, of Frankfurt. Manager at Bonn headquarters is Guenter Huhn.

A *Luftfrachtkontor* is an association of air cargo agents which consolidates

the shipments of its member firms. This cooperative method is of particular benefit to smaller firms whose normal traffic to certain destinations are in under-45-kilo lots, which under the present structure demand a higher rate for air carriage. Groupage is practiced in a number of European countries.

"Until now Germany has had seven *luftfrachtkontore*," Thiel said. "They cooperated with each other on a loose basis. It is the hope of the Deutsche Luftfrachtkontor to bring about closer cooperation on rate, traffic, and handling matters through a single national organization."

This, of course, meant the absorption of the seven regional groups. Would it alter the generally accepted method of *luftfrachtkontor* operation?

"No, the operations will remain about the same," Thiel stated. "The present managers of the *luftfrachtkontore* would be appointed as branch managers. At the present time we have established branch offices in Hamburg, Hannover, Frankfurt, Düsseldorf, Munich, Stuttgart, and Cologne. We expect to open additional offices in Nürnberg, Bremen, and West Berlin."

Had the Deutsche Luftfrachtkontor been approached by any foreign groupage organizations for the purpose of establishing cooperation?

"Yes, there have been a few cases, and certain arrangements have been made."

What about the old foreign associations of those *luftfrachtkontore* which have dissolved and joined the Bonn organization?

"We are continuing them. Our main break-bulk points abroad are New York, Johannesburg, Sydney, Tokyo, Hong Kong, Teheran, and Beirut."

Since the chat with the Deutsche Luftfrachtkontor head, its membership has risen to 38 firms, with 85 branch offices spotted throughout the country.

Example of Progress

A yardstick of how the regional *luftfrachtkontore* have been progressing up to now, was provided by Eugen Rahe, manager of the Düsseldorf entity, since absorbed by Bonn.

In 1955 it handled 12,678 individual shipments which weighed a total of 181,382 kilos (399,947 pounds). They were consolidated into 2,659 shipments.

In 1956, there were 14,601 shipments weighing an aggregate of 258,789 kilos (570,630 pounds). These made 2,691 consolidated shipments.

In 1957, the year the mixed-consignment rule went into discard, the number of individual shipments dropped to 13,750, while their total weight was reduced to 205,693 kilos (453,553 pounds), and the resultant number of consolidations slipped to 2,461.



AIR CARGO



covers MIDDLE AMERICA



For full information contact your
Local Receiving Agent, or:
TACA INTERNATIONAL AIRLINES

A quarter-century of know-how, efficiency, speed and capacity makes TACA your logical choice for air cargo movement to Middle America. Reserve space on advance request.

From New Orleans, to:

- Guatemala
- El Salvador
- Mexico
- British Honduras
- Honduras
- Nicaragua
- Costa Rica
- Panama

New Orleans:
P. O. Box 428,
Kenner, La.

New York:
22 West 48th Street

Chicago:
37 S. Wabash Ave.

Last year, when the recession in the United States already was being felt in Europe, the *luftfrachtkontor* in Düsseldorf received 14,176 shipments which weighed a total of 208,103 kilos (458,867 pounds). The number of consolidations reached 2,408. However, the totals just given include traffic received through its newly opened Cologne facility (396 shipments weighing 5,345 kilos, making 75 consolidations).

In Germany one is apt to hear proud references to its *wirtschaftswunder*—economic miracle. In 1958 the gross national product amounted to \$47 billion. Its annual rate of GNP growth has led that of all the other big West European countries since 1954.

Germany's manufacturing industries, by far the largest single factor in the country's economy, at last survey contributed 37.3% of the national income. Trade with 13.1% ranked second.

Industrial Production

Industrial production is heavy on the processing industry side, broken down as follows: investment goods, 29%; basic materials and production goods, 23%; consumer goods, 20%; foodstuffs and luxury goods, 16%; mining products, 5%; power, 4%; building, 2%; other, 1%. This accounts for approxi-

mately seven-eighths of the Federal Republic's total production.

Exports and Imports

Last year West Germany's total exports were at \$8.8 billion, and imports at \$7.4 billion. Of these totals, exports to the United States amounted to \$998 million, and imports \$629 million. An indication of the tremendous role played by export in the country's astonishing economic revival are these statistics, picked at random, which show the percentage of export turnover to the total turnover: motor vehicles, 40.8%; machinery, 31.9%; photography and cinematography, 43.8%; clocks and watches, 40%; medical and orthopedical instruments, 36.9%.

Germany now holds second place in world production of motor vehicles. In the field of chemicals, it is climbing towards its prewar level when it enjoyed approximately one-quarter of the world's production. Today it is about 15%.

As a producing nation with an all-important stake in international trade, Germany traditionally has viewed with the utmost seriousness its relative strength in transport. History, up to the present, has shown that air transport did not take a rear seat in the national interest. While Lufthansa's own his-

AIR CARGO INSURANCE

MAIL • EXPRESS • FREIGHT

Carriers Liability

Shippers All Risk Anywhere in the World

PARKER & CO.

Specializing in aviation insurance for over 30 years

NEW YORK 16
99 PARK AVENUE
Murray Hill 7-6960

PHILADELPHIA 3
1616 WALNUT STREET
Kingsley 5-1200

tory officially goes back to January 6, 1926, one must turn the leaves back to January 8, 1919, when Deutsche Luftreederei was authorized to commence commercial operations, to get the complete story. Inauguration of such services took place less than a month later, between Berlin and Weimar.

Luftreederei was one of the founding companies (with those of Holland and Denmark) of the Association of European Operators, predecessor organization of the International Air Transport Association.

Competition

Within four years of the airline's birth, more than 30 German air carriers were in competition for the then meager traffic. This prompted the move to set up Deutsche Aero Lloyd and the Junkers Verkehr, an action led by Luftreederei with the backing of banking and shipping interests. Stabilization in the air did not come at once. Rapid expansion of both companies thrust them into financial difficulties—which, with the German Government doing much of the prodding, led to the merger of the two companies into Deutsche Lufthansa, the country's chosen instrument.

For the next decade or so, Lufthansa blazed new international trails, particularly to the Far East and across the North and South Atlantic. Its transoceanic flying boat and zeppelin operations became bywords. Then as the war clouds began to gather, darkening the world outlook, its progress in the commercial air transport field shortened stride; and with the opening

bomb blast of World War II, its picture was entirely altered. Lufthansa operated all during the war, its last scheduled flight taking off from Berlin on April 21, 1945. The plane never reached its destination.

With the approval of the Allies, the postwar Lufthansa—technically speaking, its preparatory company known as Luftag (Aktiengesellschaft für Luftverkehrsbedarf)—was formed on January 6, 1953, exactly 27 years to the day of the first Lufthansa's creation. Domestic services were begun on April 1, 1955, European services on May 15, 1955, and transatlantic services on June 8, 1955.

Transatlantic All-Cargo

Characteristic of its thinking, and coinciding with the opening of its transatlantic service, the new German air carrier dug in for a respectable slice of the North Atlantic import-export market. It gained impetus when Joerg W. Paetow, a clean-cut young man with a penchant for hard work and long-range thinking, joined that company as its cargo manager for North America. It was inevitable that soon Lufthansa would seek to supplement its passenger-cargo service with an all-cargo run. When this was accomplished with a DC-4, it eventually gave way to a Super-H Constellation airfreighter. Entrance of the Super-H into the scene, lifted Lufthansa's all-cargo offerings to shippers from the DC-4's capacity of 16,000 pounds per flight to the Lockheed plane's 39,000 pounds, and from a speed of 200 miles per hour to 327 miles per hour.

Like his counterparts at Cologne headquarters, Paetow came to the airline via the forwarder avenue. He was associated with the old-time New York firm of Hensel, Bruckmann & Lorbacher, Inc., before being tapped by the German carrier for the top cargo job on this side of the Atlantic. A native of Germany himself, Paetow has integrated himself well with American life. Only recently he led a Boy Scout troop from Pelham, New York—he is its scoutmaster—to New York International Airport where he showed the lads how an international airline goes about its business.

What Lies Ahead

About the future of the "orphaned side" of air transportation on which he is staking his future, Paetow has this to say:

"There is no question that air cargo will play a much bigger role in Lufthansa's future. With four times the load capacity in 1960 and additional destinations to be served, we will be in a position to offer a world of service to the exporting community. Together with our constant striving to improve ground-handling facilities and techniques to meet the demands of our customers, Lufthansa's share of the air cargo market must and will increase.

"With new, simplified cargo-handling methods and with improved and more economic equipment, all the air carriers, Lufthansa included, will be in a position to lower transportation charges drastically, and to open new markets which up to now have remained untapped. If we were to stand still and maintain the present rate structure, it would result in a slowdown of air cargo's rapid expansion during the last decade.

"A rate reduction is the only logical solution to continued expansion. It will result in another spurt upward, helping to add another dimension to the forwarding of goods by air, which will benefit the shipping and airline industries. The day when air transport was used mostly for emergencies deliveries will be in the past. Air transport will take its rightful place as a normal means of distribution."

Paetow stated that, in his opinion, the development of a "healthy rate structure" will to a large degree decide the future of air cargo. Once this is done—and he has no doubt that it will—he feels that all airline managements will have to take a positive approach on the subject of cargo revenue versus passenger revenue.

"The managements of most carriers do not concentrate enough on air cargo."
(Concluded on Page 29, Column 3)

HANDLING - PACKING

PETT ON PACKING

Geoffrey Pett, cargo manager of British European Airways, addressed the recent one-day parley on packaging and despatch at Bristol University. It was sponsored by the Bristol and Bath Section of the Work Study Society. Reporting on the



Pett

Illustrates savings

BEA executive's talk, *Air Transportation's* editorial associate in the United Kingdom, *Freight News*, said: "... Geoffrey Pett ... took as his opening one of Mr. D. Watkinson's statements, that one method of overcoming a packaging problem is by avoiding rough handling rather than packing to withstand it. In presenting his case for air transport, Mr. Pett pointed out that machinery or packs which by any other route would require to be contained in a very strong crate, could be transported by air on a base platform only.

"Two main features contributed to the suggestion of packaging economy—the use of fork-lift trucks and the fact that no crush load was likely, since it was unusual for the stacking height to exceed 4' to 4'6". The crush load on the bottom cubic foot was very unlikely to exceed 56 pounds and was more likely to average 36-40 lbs.

"Mr. Pett agreed that at first hand air freight charges appeared heavier than surface charges, but gave several examples to prove that overall a saving did exist. When we considered that packaging of the crate type could run into several hundred pounds when moving elaborate or delicate machinery, the existence of a saving could well be appreciated.

"He agreed that the problem would appear complicated when considering despatch of items off the production line, which were despatched some by rail, some by ship, some by road and some by air, but suggested that under normal circumstances the packaging for domestic road carriage would be satisfactory for air carriage. Savings could, therefore, be made not only in the packaging section, but also on the production line.

"The saving did not end in the economy of packaging, but a saving could be achieved also by lower insurance premiums, faster delivery to the customer and faster turn-round of capital. To emphasize the insurance savings, Mr. Pett gave the case of an item of office equipment on which the surface rate of insurance was £6 5s. (\$17.50), but the air insurance was only £3 2s. 6d. (\$8.75). To emphasize the increased turnover of capital, he pointed out that, in the case of one textile manufacturer, a contract was obtained for payment within seven days of delivery, and by air transport payment was cleared within 13 days after the order was received. An equivalent order sent by surface route was not cleared until eight weeks after the receipt of the order, which meant that, by using air instead of sea transport, the equivalent of three times as much work could be done with the same capital.

"Many other savings were illustrated, including reduced warehousing charges and lower rates for bulky items.

ship to **VENEZUELA, Jamaica and Netherlands West Indies**
FROM NEW YORK, CHICAGO and MIAMI via Latin Amer-
ica's largest all cargo carrier—RANSA AIRLINES



- scheduled flights several times daily!
- largest fleet of cargo planes serving Venezuela.
- all service expedited service!
- largest personnel staff fully trained in cargo handling.

- most complete receiving and terminal facilities.
- Write, call, wire for full information on how to save time on your Venezuelan shipments!

RANSA AIRLINES



Certificated and Scheduled Air Cargo Carrier

NEW YORK
30 Church St.
New York 7, N. Y.
WO 4-9485

CHICAGO
8915 W. 93rd St.
Chicago, Ill.
LU 2-7444

MIAMI
P. O. Box 625
Miami International Airport
TU 8-6743

"Summing up Mr. Pett agreed that air freightage did not in every case show a saving over more traditional means, but suggested that from the information given, it was well worth while investigating. It could well result in a new approach to commodity despatch, and this view was supported by the fact that his own corporation had increased their yearly tonnage tenfold in the last 10 years, with an increase in the past year of 12.3% over the previous year."

GROUND SERVICES

UAL SERVICES JAL

United Air Lines will perform all ground services for Japan Air Lines at Seattle-Tacoma International Airport. This does not include the overhaul of JAL's equipment which is handled in Tokyo.

CLUB NEWS

Traffic Club of Washington, D.C.: The club, which moved from its old quarters in the Willard Hotel on August 1, to reopen in the Lafayette Hotel on Sep-

tember 1, holds its annual fishing party at the Rod'n Reel Dock at Chesapeake Beach, Maryland, on August 15.

Women's Traffic Club of New York, Inc.: the following officers have been installed to serve for the year 1959-1960: president—Julia G. Bricka, Red Star Express Line; 1st vice president—Nettie Day, Day Trucking Service; 2nd vice president—Helen P. Reilly, Aluminum Company of America; recording secretary—Evelyn Kobler, Long Island Railroad; corresponding secretary—Mary Littell, American Airlines, Inc.; treasurer—Rosemary Skippon, Waterman Steamship Corp. Directors are: Mary C. Clarke, Timely Toys, Inc.; Esther Schabacker, Associated Transport, Inc.; Ethel Kuchman, United Fruit Company; and Ruth Tag, National Biscuit Company.

Eastern Industrial Traffic League, Inc.: A meeting with the Middle Atlantic Conference was held at Galen Hall in Wernersville, Pa., on July 13 . . . The league's president, J. E. Bellwoar (traffic manager of Paper Manufacturers Company, Philadelphia, Pa.), has announced
(Continued on Page 30, Column 3)

LUFTHANSA ON THE MOVE

(Continued from Page 28)

go's future," he said. "That is why we do not have a better rate structure."

Did he feel that management's attitude towards cargo will change?

"Of course," he said. "It's already changing."

With a total of 22 offices here and four in Canada, Pactow has five key men who supervise various cargo matters. John A. Brower, as assistant cargo manager, serves as Pactow's right-hand man. The New York district is headed up by Milton Morrison, the Washing-

ton, D. C. district by Paul Deslaurier, the Chicago district by Joseph Zucker, and the Los Angeles district by J. A. Sinaguglia.

Problems besetting the international air freight industry at the present time occasionally lead some to wonder if conservatism (as practiced by certain carriers) or the hard sell is the answer to ultimate success. Which course has Lufthansa taken?

"Straight ahead," Pactow said. "Where else is there to go?" • • •

 Cables: "AIRSEA" 

AIR-SEA FORWARDERS, Inc.
 Registered by CAB & FMB No. 682
 Customs Brokers & IATA Air Cargo Agents
 404 S. Main St., Los Angeles 13, California
 Phone: RAdition 6-4381 Teletype: LA-477

PETER A. BERNACKI, INC.
 Authorized Air Cargo Agent
 CAB-Registered Air Freight Forwarders

26 Broadway New York 4, N.Y. Phone: BO 9-6800
 Cargo Building No. 30 N.Y. International Airport Jamaica 30, N.Y. OL 6-5435

FRANK P. DOW CO., INC.
 CAB-Registered Forwarder
 Authorized IATA Air Cargo Agent

354 S. Spring St., Los Angeles, Calif.
 Phone: MAdition 6-0171

Offices in:
 San Francisco, Portland, Ore., Seattle, Houston

FLYING CARGO, INC.
 CAB-Registered Air Freight Forwarder
 Authorized IATA Air Cargo Agent

140 Cedar St., New York 6, N.Y.
 Phone: BArcley 7-1710

V.T. MANCUSI
 CUSTOM HOUSE BROKERS
 Cargo Service Bldg. No. 80
 N.Y. INTERNATIONAL AIRPORT
 Jamaica 30, N.Y.
 OL 6-5452

TIME IS AN ELEMENT OF PROFIT

PENSON & COMPANY
 Authorized IATA Air Cargo Agent
 Customs Brokers

11 Broadway, New York 4, N.Y.
 Phone: WHitehall 3-6000, Cable: PENSONAIR
 Airport Office: Cargo Service Bldg., No. 80
 New York Int'l Airport, Jamaica 30, N.Y.
 Phone: OLYmpia 6-5544

H. G. OLLENDORFF, INC.
 CAB-Registered Air Freight Forwarders
 Authorized IATA Air Cargo Agent

221-235 E. 55th St., New York 22, N.Y.
 Phone: PLaza 3-0545

J. D. Smith Inter-Ocean, Inc.
 CAB-Registered Air Freight Forwarders
 Authorized IATA Air Cargo Agent

53 Broadway New York 6, N.Y. BO 9-2330
 Cargo Service Bldg. Idlewild Airport OL 6-5870

FORWARDERS

(Continued from Page 13)

PAF MOVES AN OFFICE

Pacific Air Freight, of Seattle, recently handled the air movement of the division office of an insurance firm in that city to Denver, with United Air Lines and Twentieth Century Airlines as the participating direct carriers. Closing its doors at the end of the business week, the insurance company's office effects (25,000 pounds) and 66 personnel moved over the weekend to the new Mountain States Division office in Denver, allowing the next business week to start without a hitch.

GERMANY

LUFTFRACHTKONTOR

Following is the complete list of firms, including their branch offices, which are members of the Deutsche Luftfrachtkontor, central air freight consolidation organization headquartered in Bonn, managed by Guenter Huhn:

Düsseldorf—Günter Baumann; L. W. Cretschmar; Danzas & Cie., GmbH; Deugro; Franz Haniel & Cie., GmbH; C. J. Jönen Wwe.; Kühne & Nagel; Lassen & Co., GmbH; Speditionsgesellschaft mbH; Speditionskontor Haarhaus & Co., mbH; W. G. Taaks, GmbH; Union Transport-Betriebe, Paul Posselt; Hans Wagner; Züst & Bachmeier AG.

Frankfurt—Allgemeine Transportgesellschaft; Control-Co. mbH; Dachser Spedition, GmbH; Danzas & Cie., GmbH; Deugro; Max Grünhut; Harry W. Hamacher; A. Hartrodt; IMPEX, Braunagel & Co.; Franz Haniel & Cie., GmbH; Kühne & Nagel; Karl Heinz Dietrich; Lassen & Co., GmbH; Militzer & Münch, GmbH;

Carl Prior; Transportlader AG; Union Transport-Betriebe, Paul Posselt.

Hannover—Deugro; Joh. Chr. Heine, GmbH; Kühne & Nagel; Lassen & Co., GmbH.

Hamburg—J. H. Bachmann; Controll-Co. mbH; Danzas & Cie., GmbH; Deugro; Max Grünhut; Harry W. Hamacher; A. Hartrodt; Kühne & Nagel; Lassen & Co., GmbH; Maass & Schramm; Militzer & Münch, GmbH; Carl Prior; Transport Aktiengesellschaft; Union Transport-Betriebe.

Munich—Allgemeine Transportgesellschaft; Controll-Co., mbH; Karl Heinz Dietrich; Harry W. Hamacher; Kühne & Nagel; Laderinnung, Gutleben & Weidert Nachf.; Lassen & Co., GmbH; Militzer & Münch, GmbH; Union Transport-Betriebe.

Stuttgart—Barr, Moeing & Co., GmbH; Controll-Co., mbH; Dachser Spedition, GmbH; Danzas & Cie., GmbH; Deugro; Karl Heinz Dietrich; Harry W. Hamacher; Kühne & Nagel; Lassen & Co., GmbH; Paul von Maur; Menzinger-Fendel; Union Transport-Betriebe, Paul Posselt; Heinrich von Wirth.

Nuremberg—Danler & Cie.; Militzer & Münch, GmbH; Transportlader AG.

Cologne—Allgemeine Transportgesellschaft; Danzas & Cie., GmbH; Helmut Delhey; Franz Haniel & Cie., GmbH; Harry W. Hamacher; Kühne & Nagel; Union Transport-Betriebe, Paul Posselt.

MEXICO

AA FREIGHT AGENT

Central de Aduanas has been appointed general freight agent in Mexico City for American Airlines.

CLUB NEWS

(Continued from Page 29)

that the 10th annual meeting will be held on October 20-22 at the Prince George Hotel in New York City.

Associated Traffic Clubs of America: The 1959 convention will be held at the Lord Baltimore Hotel in Baltimore, on September 20-22. Fifteen hundred traffic and transportation executives from traffic clubs all over the country will attend what promises to be an outstanding program.

National Export Traffic League, Inc.: Officers elected at the annual meeting in New York City were: president—Frank J. Meade, Home Products International Ltd.; 1st vice president—H. Graebner, J. M. Huber Corp.; 2nd vice president—R. G. Carpenter, Babcock and Wilcox Co.; treasurer—J. McSorley, Dow Corning Corp.; and executive secretary—T. J. Higgins, New York State Department of Commerce. Members of the Executive Committee elected were: R. J. Lerch, Crane Co.; Marie D'Amato, D'Amato Freight Forwarding Co.; M. A. Devincenzo, J. M. Huber, Corp.; R. L. Hunter, RCA International Division; and J. J. McFall, Columbus Line.

Traffic Club of Cleveland: The club recently elected the following officers for 1959-1960: president—John J. Drap, president and general manager, Cleveland-Pittsburgh Freight Line, Inc.; 1st vice president—William E. Erlenbach, freight traffic manager, Nickel Plate Railroad; 2nd vice president—Kenneth J. Sutherland, general manager-traffic, the Sherwin-Williams Company; secretary—Robert E. Chell, traveling freight agent, Reading Railway System; treasurer—Gorden C. Kramp, traffic manager, Lamson & Sessions Co. On the Board of Governors are: John J. Brady, traffic manager, North American Refractories Company; Arthur D. Ott, traffic manager, National Malleable & Steel Castings Company; C. R. Mathews, Jr., district sales manager, Trans-World Air Lines, Inc.; John A. Gallagher, traffic representative, Nickel Plate Railroad; Thomas A. Keefe, asst. to vice president, Chesapeake and Ohio Railroad; Neil R. Torrey, terminal manager, Shippers Dispatch, Inc.; and Charles E. Kolesar, freight representative, Cleveland-Pittsburgh Freight Line, Inc.

MILITARY AIRCRAFT

CARGO JETS ASKED

In its budget requests for the next fiscal year, the United States Air Force has asked for a limited number of cargo jets or a modern turboprop as a first step in the modernization of its strategic air transport fleet. These aircraft, if approved, would join the Military Air Transport Service. The Air Force is seeking a modified cargo version of the Boeing 707, Convair 600, or Douglas DC-8.

52-TON ATLAS AIRLIFTED

The Military Air Transport Service announced that a 52-ton Atlas missile crossed the Atlantic as cargo in a MATS C-133 Cargomaster. Two Cargomasters and two C-124 Globemasters were used in transporting 165 tons of equipment for the recent United States display at the 23rd annual International Air Show in Paris.

INTERNATIONAL FORWARDING AGENTS

E U R O P E

AMSTERDAM

—Schiphol

VAN OPPEN & CO. N. V.

Branches in all main cities
of Holland

Air Specialists—IATA
Verbindingsgeb. Rm. 13A

Cable: VANOPPEN

BASEL

LAMPRECHT & CO. LTD.

48 Peter Merianstrasse

Telex: 82175 Cable: LAMPRECHTSPED
Airport: BASEL-Bietzheim

BRUSSELS

ZIEGLER & CO.

160 rue Dieudonne Lefevre
U.S.A. Specialists

DUSSELDORF

UNION

TRANSPORT-BETRIEBE

Also located at:

BERLIN	HAMBURG
BREMEN	HANNOVER
COLOGNE	MUNICH
FRANKFURT	NUERNBERG
STUTTART	

GENEVA

DANZAS & CO. LTD.

IATA-AGENTS

Gare Cornavin

Cables: Danzas

Telex: 22125

HANNOVER

—Airport

JOH. CHR. HEINE

Est. 1798

City: 10 Schulzenstr.

Telex: 092/2872

Cable: TRANSPORTHEINE

KAUFBEUREN

DACHSER SPEDITION

10 Kappeneck IATA Agent

Headqu: Kempten—Branch: Munich Airport

Cable: DACHSERSPED

LONDON—Airport

Cables:
Aceshipp

Telephone:
WATerloo 3226

*Ace
Shipping Ltd*

40, Southwark Bridge Road, LONDON, S.E.1

MANCHESTER

WORLD TRANSPORT AGENCY

28 Oxford Street

Airport Office 46 — Building #8

Cable: Wortrancy

MILANO

A. S. I.

(Aero Servizi Internazionali)

City: 6a via Turati

Tel.: 666550-666556

NUERNBERG

I. G. BAUER

City: 13 Gebhardtstrasse

Fuerth-Nuernberg

Cable: SPEDITEURBAUER

Telex: 06/2297

MUNICH

FRANZ KROLL & CO.

City: Untere Weidenstrasse 32

Cable: TRANSPORTKROLL

PARIS

—Le Bourget & Orly

W. WINGATE & JOHNSTON

City: 8 rue d'Enghien

Paris X

Cable: JOHNWIN

ROME

BOLLIGER TRANSPORT

Piazza Di Spagna, 49-50

Established 1909

Phones: 670275-62909-684,775

STUTTART

—Flughafen

HEINRICH von WIRTH

Zuffenhausen

Telex: 072/3807

Cable: VONWIRTH

VIENNA

Gebrueder WEISS

7 Schoenbrunner Telex: 1808

Cable: WEISSEXPEDIT

ZURICH

DANZAS & CO. LTD.

IATA-AGENTS

Bleicherweg 62 and
Zurich Airport

Cables: Danzas

Telex: 52121

From The Readers

Air Transportation has been most informative and helpful.

A. W. Graver
Traffic Manager
Russell & Stoll Co., Inc.
New York, N. Y.

... Very interesting magazine.
James P. Ford
Traffic Manager
Lindeteves, Inc.
New York, N. Y.

I enjoy your magazine very much.
H. Kornahrens
President
Garsite Products, Inc.
Seaford, N. Y.

... We enjoy your publication.
J. A. Locker, Jr.
Export Traffic Manager
National Cash Register Co.
New York, N. Y.

Air Transportation is very helpful.
Howard A. Benzel
General Manager
Scott Aviation Corp.
Lancaster, N. Y.

... Your publication is very informative.

Sanford Miller
Owner
Sanford Miller Co.
Brooklyn, N. Y.

CONGRATULATIONS

(Continued from Page 19)

Copeland Shipping, Inc.: Gerow F. Miles, formerly vice president-sales of American Shippers, Inc., named vice president in charge of the Air Freight Division

WILL CARRY OUT EUROPE ASSIGNMENT

A responsible man with numerous connections in the freight forwarding and international shipping fields abroad is traveling to France, Belgium and the United Kingdom, approximately September 25-October 15. Will carry out confidential assignment for interested forwarding, import-export, or allied firm. Excellent references. Write:

Box T, *Air Transportation*
10 Bridge Street
New York 4, N. Y.

of Copeland. Prior to his seven-year association with American Shippers, Miles was with Slick Airways for six years. Before that he was with National Skyways Freight Corporation which later became known as the Flying Tiger Line. (See photo on Page 19.)

INDUSTRIAL TRAFFIC

Whitehall Laboratories: Richard A. Stuart appointed traffic manager.

Hyster Co.: Everett York named traffic manager of the plant in Danville, Illinois.

Allis-Chalmers: C. J. Kraus appointed traffic manager at the West Allis works.

Personal Products Corp.: Frederick A. Henry assumes the newly created position of assistant traffic manager.

Owens-Illinois Glass Co.: Urban E. McFarland appointed to the new post of general traffic counsel. . . . Richard E. Knudson appointed general traffic manager.

Hudson Pulp and Paper Corp.: James J. Walsh joins as general traffic manager. He has previously been associated with the Warner-Lambert Pharmaceutical Co. and the Mennen Co.

International Shoe Co.: Leo T. Eggeling named assistant manager-international traffic department.

Mennen Co.: Alfred S. Daviau promoted traffic manager.

Youngstown Sheet and Tube Co.: J. R. McReynolds appointed district traffic manager at the general office.

Colorado Milling & Elevator Co.: Henry J. Yuncck named general traffic manager. He succeeds L. B. Fitzgerald, recently retired after nearly 40 years with the firm.

United States Gypsum Co.: Reynold A. Sandberg appointed southwestern traffic manager, with offices in Dallas.

Alexander's Department Stores, Inc.: David J. Jurick named general traffic manager.

Hotpoint Co.: Thomas C. Stewart appointed general traffic manager. . . . Duane F. Semon named traffic consultant for traffic service (New York). . . . Paul Zimmerman upped to traffic specialist in the appliance and television receiver division (Louisville, Ky.). . . . Charles S. Davis becomes administrator-traffic for the television receiver department (Syracuse).

Acme-Evans Co.: L. W. Schaller elevated to assistant vice president.

Armour Alliance Industries: Richard D. Smith takes the new position of transportation manager.

Montgomery Ward & Co.: William F. Schnaitmann named manager of the transportation services section, general traffic department. Robert B. Maloney succeeds him as assistant general traffic manager in charge of the field traffic operations department. McGlon T. Holloway replaces Maloney as traffic manager of the south-central region. Felix J. Gervais takes Holloway's old position at Oakland, California, as traffic manager. Frank A. Crow, in becoming traffic manager in Baltimore, succeeds Gervais. Floyd V. Pollard appointed traffic manager in Denver. John M. Bruckner replaces Pollard as field traffic consultant in the north-central region. Bruckner's place as routing supervisor in the general traffic department in Chicago has been filled by Herbert H. Bowker.

AIRCRAFT MANUFACTURERS

Bell: Dr. Walter R. Dornberger elected a vice president.

MILITARY

Air Materiel Command: Brig. Gen. Emmett B. Cassady, formerly director of transportation, transferred to AMC's Directorate of Personnel and Support Operations as its chief. Brig. Gen. Francis C. Gideon, formerly chief of the Office of Civil Engineering at AMC takes over Gen. Cassady's former post.

ORGANIZATIONS

National Aeronautic Association: Martin Fleer named public relations director. He was formerly in a similar position with Northeast Airlines.

SUPER-HERCULES

(Continued from Page 8)

Earl Slick, in making the announcement of the purchase, said that the plane's direct operating cost of less than 4¢ per ton-mile is a "breakthrough air vehicle for mass volume movement of cargo at rates truly competitive with surface transportation." The *Super-Hercules* is reported to be capable of hauling 38½ tons of freight nonstop, coast to coast. Gross usable cargo volume will top 7,500 cubic feet. Cruising speed of the big plane is approximately 400 miles per hour.

AEI-BOAC

(Continued from Page 8)

& Co., Ltd., it represented the largest gross weight shipment airhailed on BOAC's transatlantic service out of Detroit to date.

George Pimlott, AEI's Detroit district manager, said that the shipment consisted of 17 drums with a gross weight of 8,783 pounds. It was carried in the cargo hold of a *Britannia* propjet.

Pimlott said that "while AEI does not regard this near-9,000-pound shipment as extraordinary, it serves to emphasize the growing part played by air freight in the traffic plans of the Midwest's international shippers." He added that "the Midwest's international shippers and buyers are forsaking their old practice of assigning only small parcels to the air, and are gradually replacing them with heavy loads measured in tons rather than in pounds."

OAKLAND

(Continued from Page 8)

Foods, Oakland; Charles R. McNulty, Jr., Armco Drainage & Metal Prod., Inc., Berkeley; S. A. Moore, Permanente Cement Co., Oakland; Reno Morandi, Sunshine Biscuits, Inc., Oakland; Joe Patton, Fruitvale Canning Co., Oakland; James K. Pellett, California Spray-Chemical Corp., Richmond; W. P. Pierce, Kaiser Steel Corp., Oakland; Allen K. Penttila, The Sherwin-Williams Company, Oakland; H. W. Raver, Kaiser Services, Oakland; Jack P. Sanders, Gerber Products Co., Oakland; Don Sheers, Lincoln Electric Co., Oakland; Frank A. Small, Philadelphia Quartz Co. of Calif., Berkeley; Glen L. Snyder, Safeway Stores, Inc., Oakland; Herbert C. Stallings, Military Traffic Management Agency, Oakland Army Terminal; Clifford J. Tonkin, The Lord Baltimore Press, San Leandro; William R. Walker, The Electric Auto-Lite Company, Oakland; William Ray Walker, Montgomery Ward & Company, Oakland; and Lou H. Wolters, Foremost Dairies, Inc., San Francisco.

BOOKS

One of the most fascinating books to come this critic's way in a long time is Molly Bernheim's *A Sky of My Own* (Rinehart & Co., Inc.; 252 pages; \$3.95). Born in England, she spent her early years in India; at 18 she went to Newnham College, Cambridge, where she studied biochemistry; at 44, married, a mother, and a teacher at Duke University at Durham, N. C., she decided to try to conquer her fear of her husband's recently acquired hobby of flying and to take lessons in it herself—and since then flying has become the mainspring of her joy in life. The reader shares all her experiences, from the first moment of getting into a small plane, to her present-day proficiency as a flight instructor. Every word of this book is absorbing.

You may remember the film *Baby Doll*, which was filmed in Benoit, Mississippi. This is the home town of George Patterson, author of a first novel, *Out of Egypt Ridge* (Coward-McCann, Inc.; 219 pages; \$3.50). And, as happened to Benoit, Hollywood suddenly descends on tiny Stringtown to film a picture there. The impact on the town and its locals is terrific. As the gabby gossip, who spins the tale, puts it: "... having Hollywood at your front door was an ordeal for Stringtown." But there were those who lapped it up. Patterson tries hard to be funny—and at times he succeeds admirably—but the happenings are mainly routine, hampered by the device of permitting the story to flow from the lips of the monologist who does become tiresome.

Juana of Castile, the Mad Queen, daughter of Ferdinand and Isabella of Spain, is the central character in Lawrence Schoonover's fictionalized biography, *The Prisoner of Tordesillas* (Little, Brown & Co.; 309 pages; \$3.95). Let's face it: this is not among Schoonover's best efforts, although it is evident he has put much research into it, and his abstruse writing will please many readers. He follows the course of Juana's tragic life with reasonable dutifulness, lending emphasis in an area where it might do him the most good with the mass reader. The author has much colorful material from which to draw—her great personal power, her victimization by those closest to her, and her plunge into madness with its bleak aftermath. Schoonover's background portrayals are well done.

Remember the name of Dan Jacobson, a young South African, now resident in London, who owns an uncommon pen, and whose *The Zulu and the Zulu* (Little, Brown & Co.; 247 pages; \$3.75), a volume of 15 short stories, often shows the touch of the master. Jacobson displays a fine sensitivity, a deep compassion, and an embracing understanding of what makes human beings what they are. Not in all his tales does Jacobson reach the heights of the story from which the book borrows its title, but there are enough examples to point a stern finger at an excellent writer and demand more and more such quality production from him. It's a troubled land Jacobson comes from, and he can dramatize aspects of its ills with great power and truth.

Twenty-three authors, all American Jews, are represented in a book of short stories which provides some excellent insights into the fabric of their people's life in this country—*The Chosen* (Abelard-Schuman; 352 pages; \$5.00). This omnibus is particularly interesting because it has moved away from the nostalgic or bitter writing of another era, and in its stead offers, in different ways, a balanced picture of a modern segment of American citizenry. Included in the volume are some well-known names and new ones. Together they form an anthology we are glad to recommend. The book was edited by Harold U. Ribalow.

Jon Cleary's *Back of Sunset* (William Morrow & Co.; 274 pages; \$3.95) is a good novel of Australia's Royal Flying Doctor Service—in particular, about Dr. Stephen McCabe who, on a visit to the bush country, discovered that the practice of medicine and surgery is conducted in an unthinkable element far removed from the city's sterile hospitals. An accident to Dr. Covick thrusts Dr. McCabe into a new role, ministering to patients over an area which can be covered only by plane. There are a number of exciting scenes in this novel, all adding up to a great testimonial to the Royal Doctor Flying Service.

Credit Margaret Millar with another fine suspense novel. *The Listening Walls* (Random House; 236 pages; \$3.50) is a top-flight thriller, and worthy of a repeat award to Mrs. Millar who, three years ago, carried off the Edgar Allen Poe Award for her *Beast in View*. The action shuttles between San Francisco and Mexico City, growing tauter as the search for a missing woman unfolds and progresses. Her characterizations are three-dimensional, and her prodigious powers of perception weave a strong fiber into the fabric of her plot.

The test pilot has been one of the favorites of aviation novelists, and one might suspect that this narrow gamut has been just about run out. We assure you that this suspicion is unfounded. In this respect we commend to you Hank Searls' *The Big X* (Harper & Bros.; 241 pages; \$3.50), a rattling good novel of a game test pilot of a rocket plane, who knows fear and comes close to panic. A jet pilot himself, Searls knows his milieu well; and into it he pours a sizzling story of flying, testing, and facing up to a tremendous personal problem. He builds tension upon tension while technical detail spreads itself like a film on his pages. *The Big X* is a sure bet for several hours of thrilling enjoyment.

A revised edition of *Fall Out* (John de Graff, Inc.; 176 pages; \$3.00), first published in London in 1957, has been issued. Nine British scientists combine to provide a strong case against the nuclear bomb and the countries possessing it. Written for the general reader, *Fall Out* raises an abundance of disturbing questions and lashes out at those who play down the effects of radiation. Foreword is by Bertrand Russell.

Professor Albert Guérard's biography of the land of his birth—"the grand historical symphony called France (which) is full of discords"—is a major work. Skillfully written, compressing the relatively unimportant into mere sentences, while training a strong spotlight on the men and events that shaped her unique place in civilization, *France: A Modern History* (University of Michigan Press; 563 pages, plus index; \$8.75) is a must for the serious reader. Guérard, in his swift, highly readable "inner story" of France, brings the reader from her origins to present-day De Gaulle—indeed, a "biography of a nation, that is to say a sentiment." He agrees with Sully-Prudhomme who said: "My country gave me a heart that reaches beyond her boundaries, and the more French I am, the more human I feel." This excellent volume was edited by Allan Nevins and Howard M. Ehrmann.

Professor K. Hitti, a leading Arabic scholar and authority on the Near East, has written a condensed version of his well-received *History of Syria Including Lebanon and Palestine*, titled *Syria: A Short History* (The Macmillan Co.; 271 pages; \$4.50). The historical portion of this abbreviated work has of necessity been abridged to allow for the expansion of his treatment of the Syria of today, right up to "the signing of the birth certificate of the United Arab Republic." An absorbing story of an ancient country very much in the news these days.

Oil is more than the black gold it is known to be. It is also a fabulous chapter of Americana; an era that is rough-and-tumble, sodden with ambitious men who were gamblers to the

IMPORTANT

A new handbook
of special interest

EXPORT-IMPORT TRAFFIC: MANAGEMENT & FORWARDING

by ALFRED MURR,

Overseas Director

D. C. Andrews & Co., Inc.

Exporters, Importers and Forwarders—Here is a most comprehensive guide to every phase of the diverse functions and varied services concerned with the entire range of ocean traffic management, and ocean and air forwarding.

Export-Import Traffic:

Management and Forwarding

is a complete new approach to the problems dealing with traffic management's impact on export sales and its importance in relation to foreign commerce. Prepared along the broadest possible lines, it treats fully all matters concerned with public regulation of the freight forwarding industry and U. S. foreign commerce. It is designed to serve those engaged in the export-import and forwarding fields as a guide in their daily work. Every phase of exporting and importing procedures are covered as well as the relationship of the Foreign Freight Forwarder to the exporter and importer.

Order your copy now

PRICE \$7.75 PER COPY

Book Department

AIR TRANSPORTATION

10 Bridge St. New York 4, N. Y.

core. From this, Ruth Sheldon Knowles, third-generation oil expert, draws her title, *The Greatest Gamblers* (McGraw-Hill Book Co.; 346 pages; \$6.00), a well-written and highly informative history of the American oil industry. It covers with great zest the century which began at Titusville, Pa. She writes from the sympathetic view of a kindred soul.

Rocket Encyclopedia Illustrated (Aero Publishers, Inc.; 607 pages; \$12.50) is a compilation of facts and theories collected under the guidance of John W. Herrick, chief editor, and Eric Burgess, associate editor. Definitions are alphabetically arranged, with more than 450 photos and drawings illustrating virtually every phase of rocketry. A short foreword is by Dr. Theodore von Karman.

Derek Piggott's *Gliding* (The Macmillan Co.; 261 pages; \$5.00) is a comprehensive handbook on soaring flight, including the newest information and ideas on this phase of flying. An excellent text for the beginner written by an expert in his field. Illustrated with photos, charts, and drawings.

Man in Space (Duell, Sloan & Pearce; 303 pages; \$4.00), edited by Lt. Col. Kenneth F. Gantz, is a symposium by experts in the various phases of space flight. Here is a fascinating picture of the United States Air Force program for developing the spacecraft crew, "the transition from air operations to operations in space." Man is the soft spot in aerospace capability. In *Man in Space* we see how, inevitably, that "soft spot" "will go beyond these temporary limits to still greater achievements far out into space itself."

CUSTOMS BROKERS

An important firm is seeking the services of several licensed customs brokers with proven experience. One of these openings is for an outstanding expert with administrative ability. The qualified man will receive an excellent starting salary. Replies confidential. Write: Box J, Air Transportation, 10 Bridge St., New York 4, N. Y.



The numbered paragraphs on this page correspond with the numbers appearing in the prepaid order card attached here for your convenience. To order one or more pieces of literature, or other types of materials, at **absolutely no charge to you or your firm**, just encircle the corresponding number in the order card, fill in the required information, and mail it in. **Air Transportation** will do the rest of the job.

34 *Marking and Sealing Shipments Made Simple*, a 24-page booklet which shows how to stencil-mark goods for safe delivery, how to save on sealing cartons with gummed tape, inks to use for various types of marking, etc. Also includes conversion tables for weights and measures, export marking data, and a scale for measuring in inches and centimeters.

35 1959 Aeronautical Chart of the State of Illinois. This is a full-size map of the state, including various flying data. Also features a smaller map of the Chicago area.

36 Latest issue of *Package Laboratory News*, which illustrates various methods of effecting economies in the proper packing of commodities.

37 *Walkies — What They Can and Can't Do*, a four-page folder which describes the use and application of small electric powered walkie trucks.

38 *Reusable Steel and Aluminum Shipping Containers*, a 12-page illustrated booklet showing the various types of metal containers designed, engineered, and manufactured by a firm.

39 *Goodbye Shipping Worries*, a little folder which includes some interesting rate comparisons between Air Express and other air-shipping services.

40 *The Bruce Payne Cargo Study*, an extremely interesting study made for Pan Am. This is "a factual report giving comparative costs encountered by 20 U. S. firms when shipping identical items, one time by sea and another by air."

Please Read This

Items are offered in *Come 'n' Get It* for three consecutive months. Added this month are items Nos. 53 to 62.

Items generally remain available for approximately three months after the last time of publication, but may be withdrawn earlier.

41 *Managing the Airspace*, a 48-page illustrated booklet which tells why the diminishing airspace is of serious concern to everyone and what is being done to reverse the trend.

42 *Missiles—From Concept to Countdown*, a 32-page illustrated booklet which "puts into proper perspective the relationship of the missile to the nation's arsenal, the complexities of its manufacture, the reasons for its cost, and its potential both in war and for peace."

43 1959 New York State Airport Map. This wall-size map includes a directory of the state's 47 municipal airports, 184 private and commercial airfields, 11 military airbases, 33 seaplane bases, and seven heliports. Also shown are principal waterways, cities, and incorporated villages of 1,000 population and over. Large-scale inserts show the New York metropolitan and Buffalo-Niagara Falls areas.

44 *Industrial Material Handling Films*, a handy 16-page booklet which lists numerous films available for loan at no cost other than shipping and insurance charges. Films are in sound or silent, black-and-white and color. All are 16 mm.

45 Quick reference wall-size guide for routing air freight shipments from New York City to more than 400 cities in the United States and abroad. Lists the air carriers serving the major cities of the world.

46 New descriptive folder on an overhead tool mount, a mobile suspension unit for steel strapping tools. The mount allows steel strapping equipment to be moved to any point within a large floor area, as well as up and down to the required strapping height for each package or unit to be strapped.

47 BOAC's Memorandum Tariff No. 6, which lists air cargo rates and flight schedules between United States points and transatlantic, transpacific and Caribbean destinations. Contains additional information of interest to the shipper.

48 Six-page folder illustrating and describing Elwell-Parker's new line of heavy-duty electric-powered fork trucks.

49 *Better Ways to Package and Unitize and Ship*, a 48-page booklet published by a steel strapping manufacturer, loaded with ideas for improving packaging and shipping methods in all industries. Well-illustrated.

50 *How to Use Direct Mail to Promote Your Business*, a valuable 32-page booklet which should be of interest to all business executives. Easy to read. Profusely illustrated.

51 Eight-page brochure which shows how a certain new material lowers packaging and materials handling costs. Applications on various commodities illustrated.

52 Air Express International's new Memo Tariffs for small-parcel shipments between New York/Newark and all points in Switzerland and France. These tariffs offer single-charge, all-inclusive general and specific commodity rates which "enables the importer to know at a glance the exact total cost of his shipment with the sole exception of the duty."

53 Here is a condensed guide to Hyster's line of industrial trucks and attachments for materials handling. Illustrated.

54 *Six New Ways to Promote Your Products*, a new illustrated booklet which shows how air freight can assist with sales promotion and merchandising campaigns. Produced by Emery Air Freight Corp., the booklet is keyed to the needs of the graphic arts industry, intended for advertising, sales, and management personnel, and describes the advantages of air freight for handling shipments of promotion material and mass distribution of printed matter.

55 Transatlantic schedules and air freight commodity rates of Irish Air Lines. This handy folder also provides a quick-reference documentation guide.

56 *Air Cargo Rates and Documentation Requirements to Argentina*, a special folder prepared by Panagra which gives tips of value to the exporter.

57 Circular describing Lewis-Shepard's 2,000-pound capacity lightweight hydraulic pallet truck. Contains illustrations, specifications, and operating details.

58 *Docker Facts and Factors*, an eight-page illustrated booklet designed to show the place for the stand-up, end-control truck in modern material handling systems.

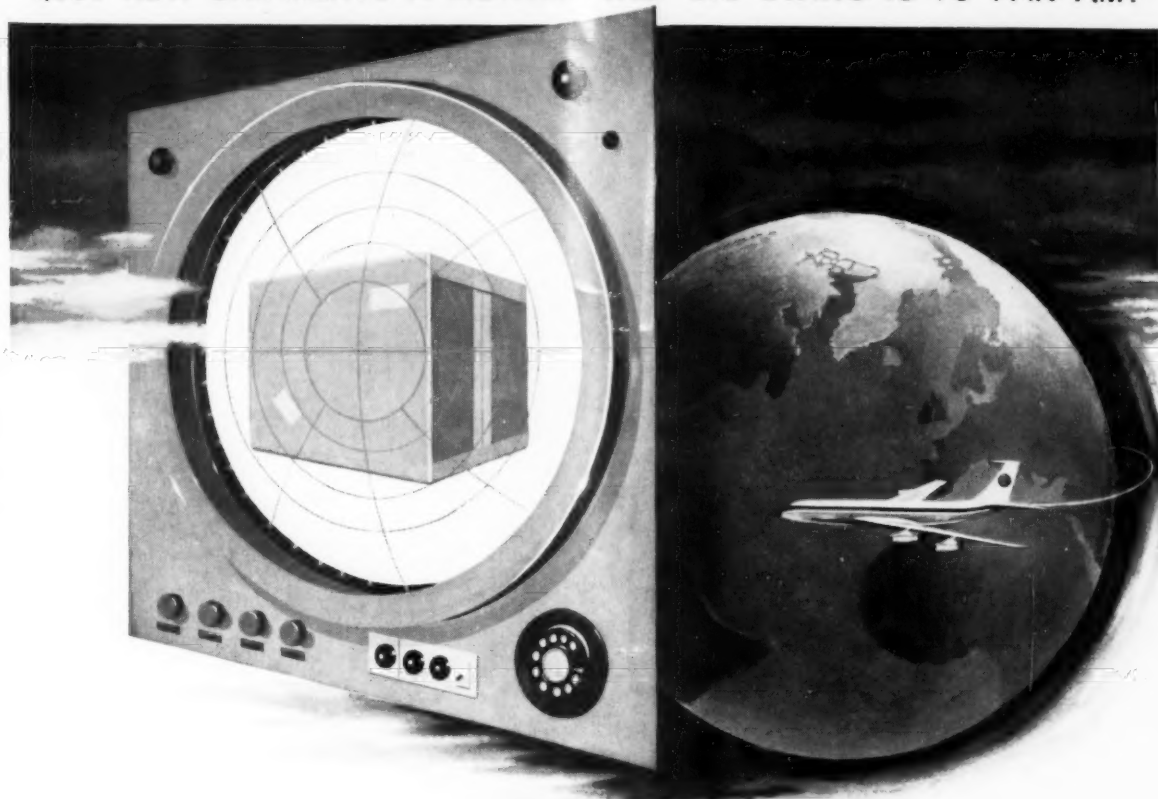
59 *Why We Use Battery-Electric Industrial Trucks*, an 18-page booklet, fully illustrated, which highlights the major features of the construction and operating characteristics of the battery-powered industrial truck.

60 *The AEI-Neptune Deal—What It Means to Shippers*, a highly significant reprint of an article which points up the economic aspects of airlifting entire households from and to any two points in the world. Of particular interest to firms with offices abroad.

61 Here is an instructor's manual to be used as a guide for an industrial truck operators' training program. Published by the Automatic Transportation Co., this 20-page booklet discusses theory of operation, good driving practices, details of construction in principal types of trucks, practical operation, and demonstration and written examination for the driver trainee.

62 New four-page bulletins illustrating and describing Elwell-Parker's 2,000- and 3,000-pound capacity electric-powered fork trucks, designated Models F-48T2 and 48T3.

1,000 NEW SHIPMENTS A MONTH - THE BIG SWING IS TO PAN AM!



Your goods are "tracked" every step of the way

The Pan Am Profit Lift spells an end to lost shipments, laborious tracing, costly delays!

The world's *most experienced* air cargo carrier lifts shipping worries off your shoulders!

Example: *experts* "shepherd" your shipment from departure to delivery.

And that is only the beginning! For the five big "extras" of the Pan Am Profit Lift add up to *the most complete, convenient and cost-saving shipping service ever offered by ANY overseas cargo carrier*. ONLY Pan Am gives shipper and consignee all this:

FASTEST DELIVERY TO ALL THE WORLD. No other airline can match Pan Am's number of *direct* flights to all 6 continents. Because no other airline can offer Pan Am's frequency of coverage of world air routes. Result: no unnecessary transshipments, no time-wasting layovers.

WORLD'S FASTEST, SUREST RESERVATIONS. You can check available space on *any* Pan Am flight from the U. S. in just 4 seconds, thanks to "PAT"—electronic Pan Am Teleregister. Reserved or unreserved, *all* Clipper* Cargo is expedited.

WORLD'S MOST MODERN AIR FLEET. On *any* Pan Am flight, your goods go "first-class"—are delivered in *showcase* condition. Pressurized and temperature-controlled planes "baby" delicate cargo.

"DOORSTEP" SERVICE FROM ANYWHERE IN THE U. S. If your town has a highway, railroad or airport, you can ship overseas by Pan Am. Just call your cargo agent, forwarder or nearest Pan Am office.

All this and a Jet Assist, too! For soon Pan Am will add *Jet Clippers* to the Profit Lift!

For that next shipment call your cargo agent, freight forwarder or Pan Am *today*.

PAN AM CLIPPER CARGO

*Trade Mark, Reg. U. S. Pat. Off.

FASTEST DELIVERY TO ALL THE WORLD



ONLY LUFTHANSA offers NONSTOP All Cargo Flights to Germany... "Heart" of Europe!

 **SUPERCARGO**

*Service
to everywhere
via
Frankfurt*




Lufthansa is your answer to prompt delivery in Europe. From centrally located Frankfurt there are fast and frequent connections to all Continental points, the Near and Middle East.

Daily service from New York plus nonstop all cargo flights every Wednesday and Friday at 10 P.M. Also flights from Chicago and Montreal.

CALL YOUR FORWARDER or



LUFTHANSA  **SUPERCARGO**
has 111,111 lbs. of lift capacity to
Europe every week... Make
LUFTHANSA your No. "1" choice

LUFTHANSA

GERMAN AIRLINES 555 Fifth Avenue, New York 17, N.Y.
MU 2-9100. Offices in principal cities of U.S. and Canada

